

# primary times

East London



## What is Primary Times?

- Primary Times is a free 'what's on, where to go' magazine targeting the parents and teachers of primary school children (aged 4-11).
- Published 3 times a year prior to the Easter, Summer and Christmas school holidays. Primary Times is distributed to families via their child's school bag.
- Part of a national network of 59 regional editions distributing 2.2 million copies to primary schools, Primary Times has been tried, tested and trusted since 1989.

## What's in Primary Times?

- The most comprehensive what's on guide for parents of children (4-11 years) in the region.
- Local and national information specifically for parents in and around East London.
- Reader offers and news from local communities and schools.
- Competitions from local and national advertisers.



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OVER 70% OF  
OUR CLIENTS  
ARE REGULAR  
ADVERTISERS

## Why advertise in Primary Times?

- **NICHE MARKETING** – Primary Times is highly targeted at a very specific market ie families with children. No wastage.
- **EFFECTIVE DISTRIBUTION** - 51,510 copies to families through primary schools. One copy is allocated per family and taken home in the children's book bags.
- **GOOD TIMING** - just before school holidays, families receive fresh information just when they need it.
- **RETENTION VALUE** - the listings and money off vouchers ensure reference and retention for at least 6 weeks.
- **ADDED VALUE** - competitions, advertorials, coverage and support from [www.primarytimes.co.uk](http://www.primarytimes.co.uk)
- **ADVERTISER SATISFACTION** - over 70% of our advertisers use us repeatedly - because it works!
- **COST EFFECTIVE** - per 1000 our pricing structure offers exceptional value.



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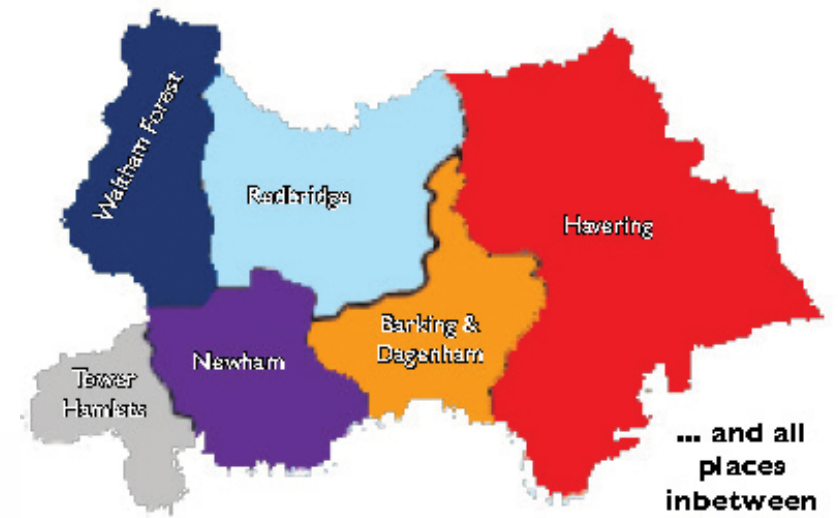
# East London primary times

DISTRIBUTED  
TO 51,510  
LOCAL  
FAMILIES

## Primary Times Distribution

Primary Times is distributed to primary schools and libraries in East London.:

- Waltham Forest
- Tower Hamlets
- Redbridge
- Newham
- Barking and Dagenham
- Havering



[click for more](#) ▶

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[primarytimes.co.uk](http://primarytimes.co.uk)

[www.primarytimes.co.uk](http://www.primarytimes.co.uk) features regional and national content including:

- What's on Listings • News • Competitions
- Local information for families

Please ask us about our full range of digital advertising opportunities which include:

- Tailored E-shots
- Regional and National MPUs
- Banners or Buttons • Videos
- Sponsorship and much more



[click for more ▶](#)

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## Share in the success!

Reaching more than 2 in 3 families who have children attending primary school, it is not surprising that Primary Times in and around East London advertisers include:

- Kumon
- NHS
- Perform Performing Arts
- The Children's Society
- Stagecoach
- ... and many more!

**To find out more or to place your advert now call Karen on 07736 945757 or email [karen.gardiner@primarytimes.co.uk](mailto:karen.gardiner@primarytimes.co.uk)**

Schools Publishing Limited, 6 Swan Court, Forder Way, Hampton, Peterborough, Cambridgeshire, PE7 8GX.





## 2025 Dates & Rates

51,510  
copies  
per issue.

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### 2025 Publication dates

#### Easter

Copy by: 25 Feb Publishes: 17 Mar

#### Summer

Copy by: 10 June Publishes: 30 June

#### Winter

Copy by: 28 Oct Publishes: 17 Nov

**File formats:** We prefer high resolution PDFs with all colours set to CMYK and all fonts embedded. We can also use TIFF and JPEG files (CMYK, 300dpi). We can't accept Word, Publisher or Powerpoint files.

### Advertising Rates\*

**Eighth Page** £260.00  
W90mm x H66mm or W43mm x H135mm

**Quarter Page** £445.00  
W90mm x H135mm or W184mm x H66mm

**Half Page** £800.00  
W184mm x H135mm or W90mm x H273mm

**Full Page** £1,430.00  
For a full bleed advert: W216mm x H303mm.  
For an advert with a white border all the way round: W184mm x H273mm

**Double Page** £2,750.00  
For a full bleed advert: W216mm x H303mm

**OB Cover** £1,540.00  
For a full bleed advert: W216mm x H303mm

**Front Cover Package - Silver (+ Quarter page)** £1,315.00

**Front Cover Package - Gold (+ Half page)** £1,670.00

**Inserts** £37.50 per thousand  
Minimum 10,000

### 2 series + rate 10%

**£234.00**  
Per Issue

**£400.50**  
Per Issue

**£720.00**  
Per Issue

**£1287.00**  
Per Issue

**£2475.00**  
Per Issue

**£1386.00**  
Per Issue

### Digital Advertising:

**Leader board - £POA per calendar month**

**MPU - £POA per calendar month**



**Place your advert now! Call 07736 945757 or email [karen.gardiner@primarytimes.co.uk](mailto:karen.gardiner@primarytimes.co.uk)**

Terms & Conditions: New advertisers: Payment in advance for the first advert placed. Repeat advertisers: Payment to be made within 14 days of publication. Cancellations: must be made not less than four weeks prior to the advised copy deadline date. Failure to comply will result in a charge being made for the full cost of the advertisement space booked. \*Prices are per issue, and exclude VAT.