

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
- **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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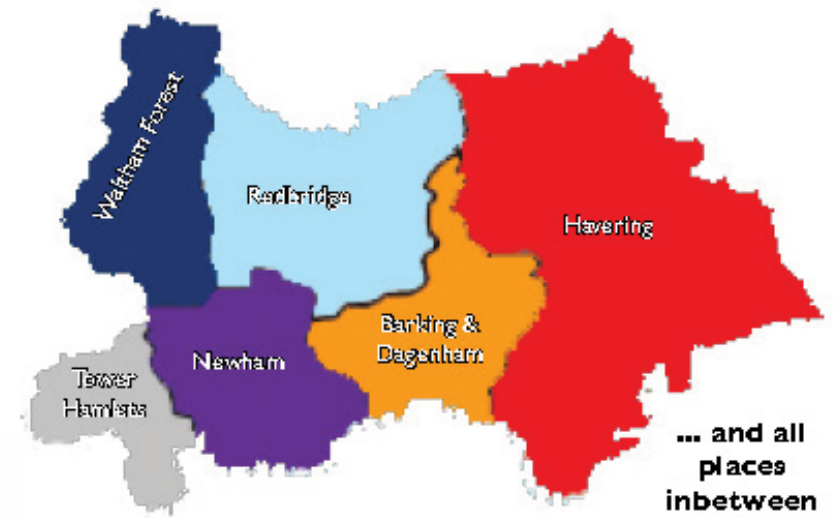
East London primary times

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

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 ▶](#)

East London primary times

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

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: 4 Mar

Publishes: 24 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

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.