2025 Media Pack

Edinburgh and The Lothians

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 6 times a year prior to each school holiday, Primary Times is distributed directly 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 Edinburgh and The Lothians.
- Reader offers and news from local communities and schools.



NOP confirms Primary Times is the UK's most read listings and information publication for parents.

click for more

Edinburgh and The Lothians

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 41,595 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 every school holiday 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.



more

Edinburgh and The Lothians

Primary Times Distribution

Primary Times is distributed to primary schools, libraries and other outlets in Edinburgh and The Lothians

- West Lothians
- Mid Lothian
- City of Edinburgh
- East Lothians







Edinburgh and The Lothians times

primarytimes.co.uk

www.primarytimes.co.uk features regional and national content including:

 What's on Listings
 News
 Competitions Local information for families

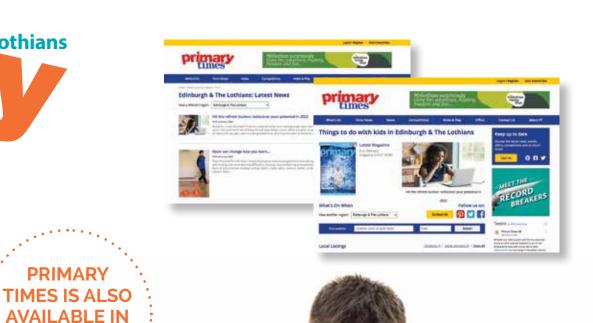
Please ask us about our full range of digital advertising opportunities which include:

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



PRIMARY

THE APP STORE



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Edinburgh and The Lothians

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 Edinburgh and The Lothians advertisers include:

- Edinburgh Playhouse
- Edinburgh Zoo
- Raviv Scotland
- Ryze Xtreme Air Sports
- Dynamic Earth
- Xsite Fountain Park
- Kip McGrath
- Lamp House Music

- Royal Yacht Britannia
- Edinburgh International Science
 Festival
- The Kings and Festival Theatres
- Midlothian Snow Sports
- National Parent Forum
- National Galleries of Scotland
- and many more...

For more information or to book advertising space, call Linsey on 07736 945736 or email linsey.brown@primarytimes.co.uk

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





41,595

JPEG files (CMYK, 300dpi). We can't accept Word, Publisher or Powerpoint files.

copies per issue

Edinburgh & The Lothian

times



Digital Advertising: MPU £POA per calendar month



Leader board **£POA per calendar month**

2025 Publication dates February Half Term		Advertising Rates*		3 series rate 10% discount £126 Per Issue	4 series + rate 15% discount £119 Per Issue
		Sixteenth Page £140 W43mm x H66mm or W90mm x 30mm			
Copy by: 7 Jan	Publishes: 27 Jan				
Easter		Eighth Page	£260	£234	£221
Copy by: 25 Feb	Publishes: 17 Mar	W90mm x H66mm or W43mm x H135mm		Per Issue	Per Issue
Summer		Quarter Page	£445	£401	£379
Copy by: 27 May	Publishes: 16 June	W90mm x H135mm or W184mm x H66mm		Per Issue	Per Issue
Back to School		Half Page	£800	£720	£680
Copy by: 29 July	Publishes: 18 Aug	W184mm x H135mm or W90mm	x H273mm	Per Issue	Per Issue
		Full Page£1,430For a full bleed advert: W216mm x H303mm.		£1,287	£1,216
October Half Term				Per Issue	Per Issue
Copy by: 9 Sept	Publishes: 29 Sept	For an advert with a white border all the way			
Winter		round: W184mm x H273mm			
Copy by: 28 Oct	Publishes: 17 Nov	Front Cover	£1,315	£1,184	£1,118
		W194mm x H275mm		Per Issue	Per Issue
		OB Cover	£1,540	£1,386	£1,309
		For a full bleed advert: W216mm x H303mm		Per Issue	Per Issue
File formats: We prefer high resolution PDFs with all colours set to CMYK and all fonts embedded. We can also use TIFF and		Inserts £35.00 per 1 Minimum 10,000	thousand		

Place your advert now! Call Linsey on 07736 945736 or email linsey.brown@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.