

# primary times



## 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 primary times

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** - 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](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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# Edinburgh and The Lothians primary times

## 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**



**DISTRIBUTED  
TO 41,595  
LOCAL  
FAMILIES**

[click for more ▶](#)

# primary times

Edinburgh and The Lothians

[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



PRIMARY  
TIMES IS ALSO  
AVAILABLE IN  
THE APP  
STORE



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# Edinburgh and The Lothians 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 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](mailto:linsey.brown@primarytimes.co.uk)**

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



# Edinburgh & The Lothian primary times

**41,595**  
copies per issue



**Digital Advertising:**

MPU  
£POA per  
calendar month

Leader board  
£POA per calendar month



## 2025 Publication dates

### February Half Term

Copy by: 7 Jan Publishes: 27 Jan

### Easter

Copy by: 25 Feb Publishes: 17 Mar

### Summer

Copy by: 27 May Publishes: 16 June

### Back to School

Copy by: 29 July Publishes: 18 Aug

### October Half Term

Copy by: 9 Sept Publishes: 29 Sept

### 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\*

### Sixteenth Page **£140**

W43mm x H66mm or W90mm x 30mm

### Eighth Page **£260**

W90mm x H66mm or W43mm x H135mm

### Quarter Page **£445**

W90mm x H135mm or W184mm x H66mm

### Half Page **£800**

W184mm x H135mm or W90mm x H273mm

### Full Page **£1,430**

For a full bleed advert: W216mm x H303mm.  
For an advert with a white border all the way round: W184mm x H273mm

### Front Cover **£1,315**

W194mm x H275mm

### OB Cover **£1,540**

For a full bleed advert: W216mm x H303mm

### Inserts **£35.00 per thousand**

Minimum 10,000

## 3 series rate 10% discount

**£126**  
Per Issue

**£234**  
Per Issue

**£401**  
Per Issue

**£720**  
Per Issue

**£1,287**  
Per Issue

**£1,184**  
Per Issue

**£1,386**  
Per Issue

## 4 series + rate 15% discount

**£119**  
Per Issue

**£221**  
Per Issue

**£379**  
Per Issue

**£680**  
Per Issue

**£1,216**  
Per Issue

**£1,118**  
Per Issue

**£1,309**  
Per Issue

**Place your advert now! Call Linsey on 07736 945736 or email [linsey.brown@primarytimes.co.uk](mailto: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.