

# 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.**

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# 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**

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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)**

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