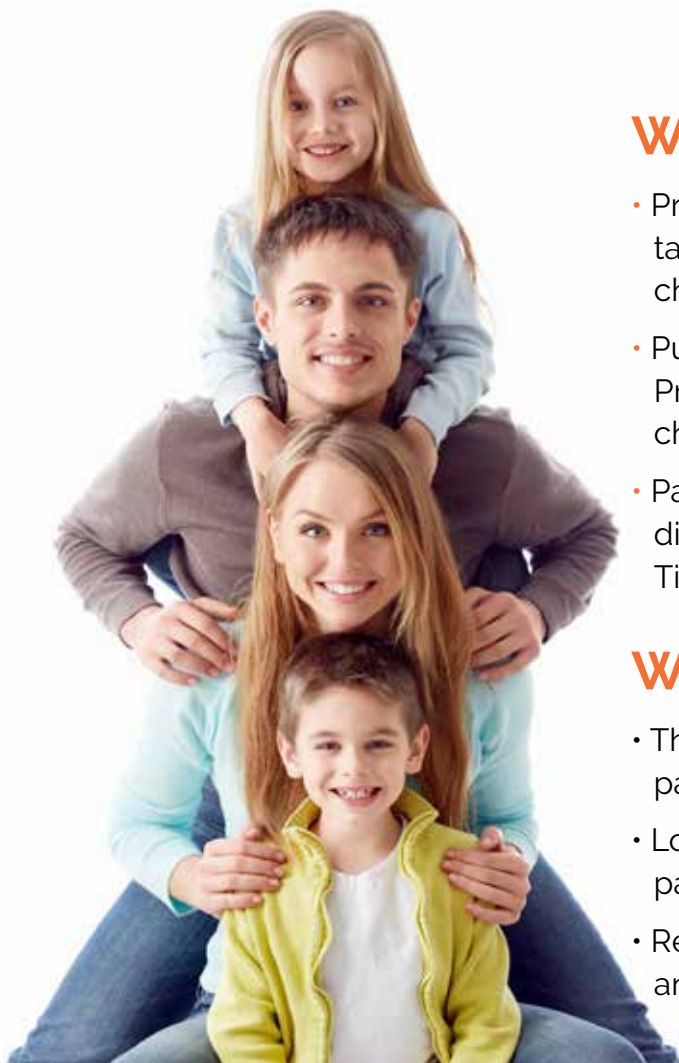


primary times



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
- **ADVERTISER SATISFACTION** - over 70% of our advertisers use us repeatedly - because it works!
- **COST EFFECTIVE** - per 1000 our pricing structure offers exceptional value.



[click for more ▶](#)

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

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



[click for more ▶](#)

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

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: 4 Mar Publishes: 24 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

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.