

Fife, Tayside & Central Scotland 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 3 times a year prior to the Easter, Summer and Christmas school holidays, 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 Fife, Tayside and Central Scotland.
- 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 ▶](#)

primary times

Fife, Tayside & Central Scotland

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** - 46,071 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.

"Noah's Perth are delighted to have won the Best Indoor Play Centre for the Star Awards 2013 maintaining our previous title. Primary Times (Fife) have helped to bring new customers from all over Scotland, allowing us to develop and grow as a play centre. Primary Times supports Noah's by supplying our customers with current deals and offers. We look forward to working with Primary Times again in the future!" **Charlotte, Noah's Perth**



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"I have advertised in Primary Times since starting my business. Every school child has access to a copy and so I know that my advert will be read by a great number of people. I rarely have an issue without responses directly generated by the magazine, and in many cases this is because the publication is seen as trustworthy, reliable and child-friendly. The rates are very reasonable and the lovely staff are friendly and helpful!" **Barbara Brett, Helen O'Grady Drama Academy**

Primary Times Distribution

Primary Times is distributed to primary schools, libraries and other outlets in Fife, Tayside and Central Scotland.



**DISTRIBUTED
TO 46,071
LOCAL
FAMILIES**

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Fife, Tayside & Central Scotland primary 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



"As a tuition business based in Stirling we have found it very helpful to advertise regularly in Primary Times. It is important to our business to maintain visibility and, because Primary Times is circulated through children's school bags, we know many parents and children read the magazine and see our adverts."

Kip McGrath Education Centre, Stirling

PRIMARY
TIMES IS ALSO
AVAILABLE IN
THE APP
STORE



[click for more ▶](#)

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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 Fife, Tayside & Central Scotland advertisers include:

- British Golf Museum
- St. Andrews Botanic Gardens
- Dundee Science Centre
- Kip McGrath
- Culture Perth & Kinross
- Perth Theatre & Concert Hall
- Falkirk Youth Theatre
- Deep Sea World
- Dundee Children & Families Information Service
- Fife Cultural Trust
- Blair Drummond Safari Park
- Active Kids
- Kilgraston School
- and many more...

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

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





primary times

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46,071
copies per issue

2025 Publication dates

Easter	
Copy by: 4 Mar	Publishes: 24 Mar
Summer	
Copy by: 27 May	Publishes: 16 June
Winter	
Copy by: 28 Oct	Publishes: 17 Nov

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	

Digital Advertising:

MPU
£POA per calendar month

Leader board
£POA per calendar month



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

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.

Place your advert now! Call Linsey Brown 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.