

primary times

in Glasgow and
West of Scotland

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 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 whats on guide for parents of children (4-11 years) in the region.
- Local and national information specifically for parents in Glasgow and West of 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

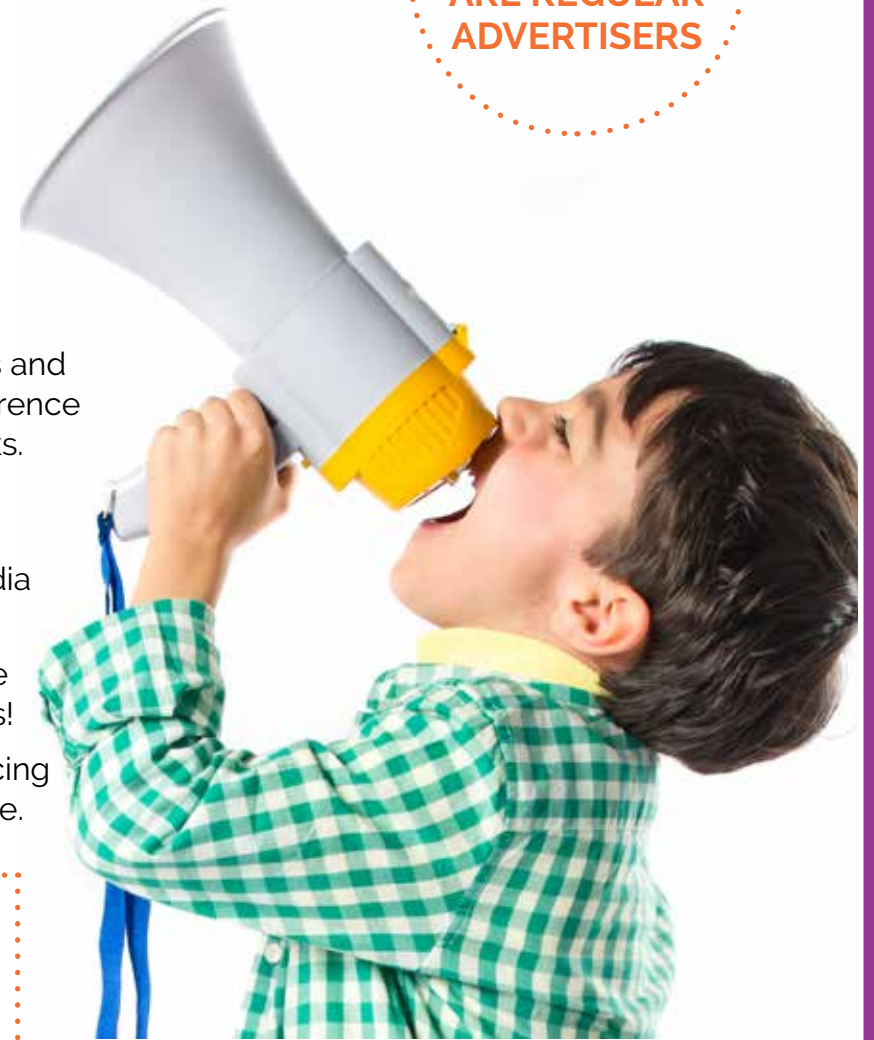
in Glasgow and West
of Scotland

OVER 70% OF
OUR CLIENTS
ARE REGULAR
ADVERTISERS

Why advertise in Primary Times?

- **NICHE MARKETING** – Primary Times is targeted at a very specific market ie families with children. No wastage.
- **EFFECTIVE DISTRIBUTION** - 54,030 copies to families through primary schools 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 from primarytimes.net and social media
- **ADVERTISER SATISFACTION** - over 70% of our advertisers use us repeatedly - because it works!
- **COST EFFECTIVE** - per 1000 pricing structure offers exceptional value.

"The King's and Theatre Royal marketing team are always on the lookout for interesting advertising opportunities, and have found Primary Times to be a brilliant choice for our kids and family shows. The team are helpful, friendly and easy to work with – and definitely recommended!" **Fergus Weir, King's & Theatre Royal, Glasgow**



[click for more ▶](#)

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Primary Times Distribution

in Glasgow and
West of Scotland

Primary Times in Glasgow and West of Scotland is distributed to primary schools, libraries and other outlets in:

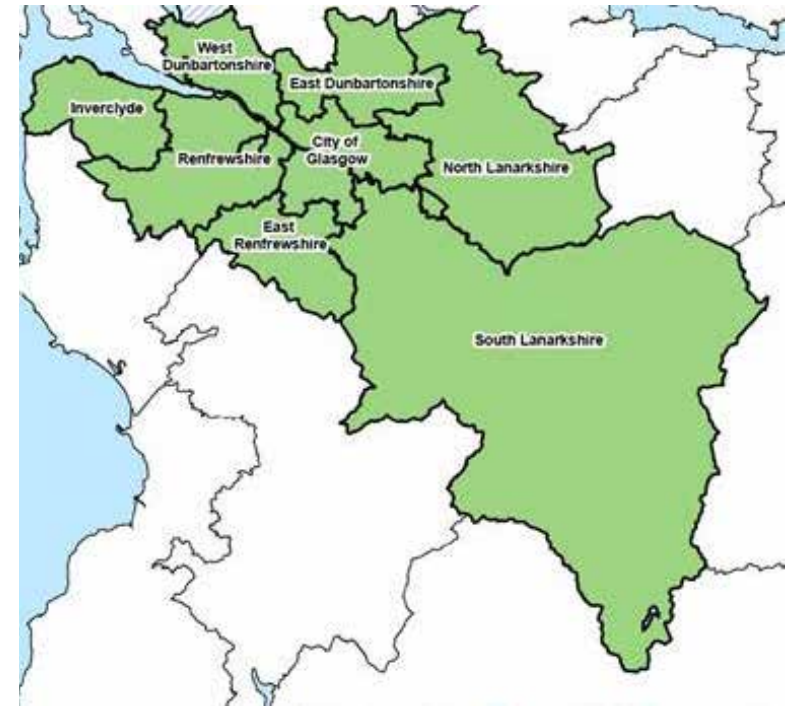
- Glasgow City
- North Lanarkshire
- South Lanarkshire
- East Dunbartonshire
- West Dunbartonshire
- Renfrewshire
- Inverclyde
- East Renfrewshire
- Ayrshire



DISTRIBUTED
TO 54,030
Local Families

[click for more ▶](#)

"We have advertised our Be-Health-Wise Easter/Winter campaign in all three Primary Times Scottish editions for many years and always been very happy with the service and feedback we have received. We would recommend Primary Times to any client whose target market includes parents of young children and we look forward to seeing our campaigns in future editions." **NHS24 Scotland**



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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 on
the App Store



"We've advertised regularly with Primary Times Glasgow for the past 5 years and have seen a notable growth across a variety of our audience figures. It's a fantastic platform for reaching the families market and a publication we will continue to advertise with in future." **Suzanne Logue, Young Glasgow**



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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 Glasgow and West of Scotland advertisers include:

- Alliance Francaise de Glasgow
- Celtic Football Club
- Barrhead Travel
- East Renfrewshire Leisure & Culture
- Glasgow Science Centre
- IKEA
- Kings Theatre
- Kumon
- Lomond School
- National Trust
- New Lanark World Heritage
- NHS 24
- North Lanarkshire Culture & Leisure
- Renfrewshire Arts
- SECC & SSE Hydro
- South Lanarkshire Leisure
- The Tall Ship
- Young Glasgow
- ... 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.

"This is the first time in a long time that we've advertised in Primary Times and it seems to have paid off as sales were up considerably on previous years."

Jennie Baillie, Dunedin Consort



Glasgow & West of Scotland primary times

54,030
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: 09 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

£150
W43mm x H66mm or W90mm x 30mm

Eighth Page

£299
W90mm x H66mm or W43mm x H135mm

Quarter Page

£511
W90mm x H135mm or W184mm x H66mm

Half Page

£920
W184mm x H135mm or W90mm x H273mm

Full Page

£1,644
For a full bleed advert: W216mm x H303mm.
For an advert with a white border all the way round: W184mm x H273mm

Front Cover

£1,512
W194mm x H275mm

OB Cover

£1,771
For a full bleed advert: W216mm x H303mm

Inserts

£35.00 per thousand
Minimum 10,000

3 series rate 10% discount

£135
Per Issue

£270
Per Issue

£460
Per Issue

£828
Per Issue

£1,480
Per Issue

£1,361
Per Issue

£1,594
Per Issue

4 series + rate 15% discount

£128
Per Issue

£255
Per Issue

£435
Per Issue

£782
Per Issue

£1,398
Per Issue

£1,286
Per Issue

£1,506
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.