

# 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

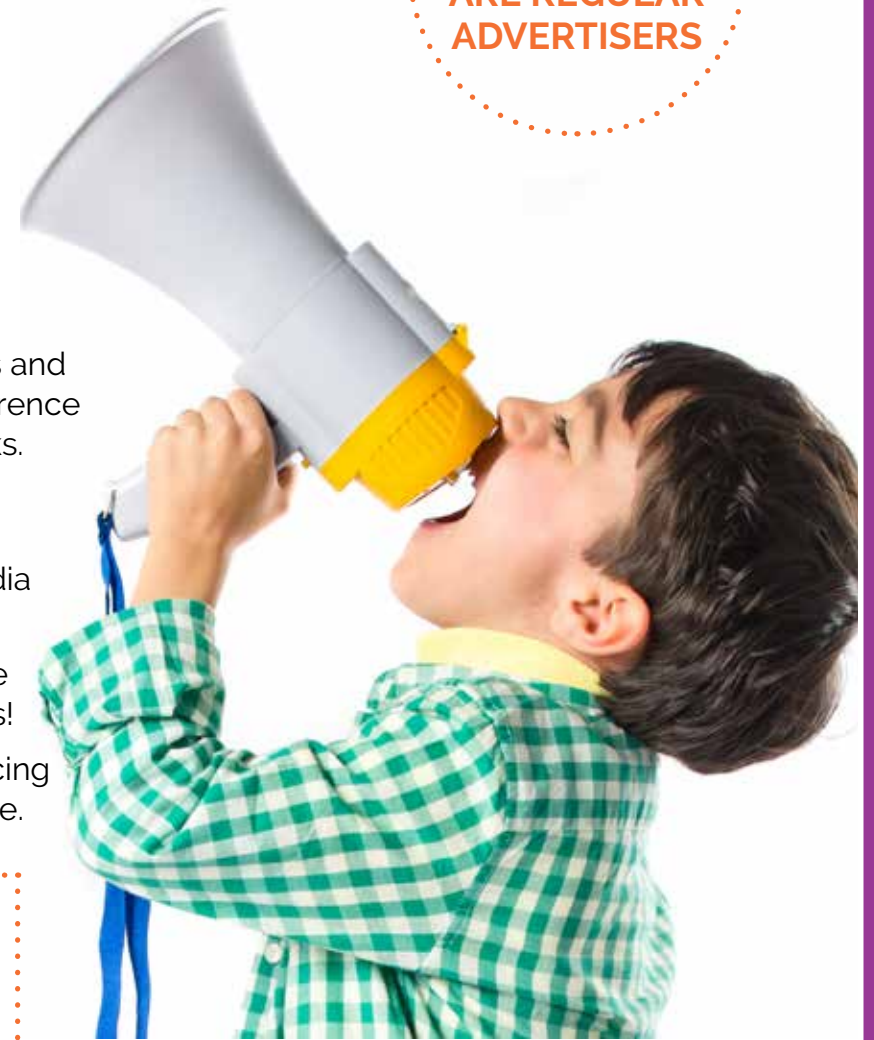
in Glasgow and West  
of Scotland

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

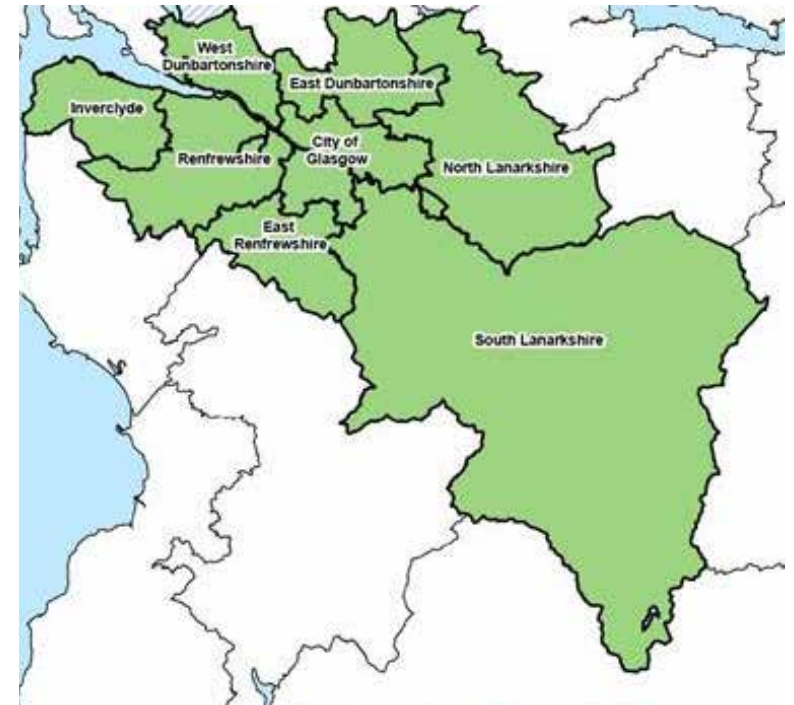
in Glasgow and  
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Primary Times in Glasgow and West of Scotland is distributed to primary schools, libraries and other outlets in:

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



"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**



**DISTRIBUTED  
TO 54,030  
Local Families**

[click for more ▶](#)

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[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 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](mailto: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: 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: 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](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.