

# Lancashire 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 4 times a year prior to a school holiday. Primary Times is distributed to families via their child's school bag.
- Primary Times in Lancashire distributes 30,000 copies four times a year and is part of national networking distributing more than 2.2 million copies in 59 regions across the UK and Ireland. **BPA Audited.**

## What's in Primary Times?

- The most comprehensive whats on guide for families in the region.
- Local and national information for parents and teachers in Lancashire including learning and party resources.
- Reader offers and news from local communities and schools.



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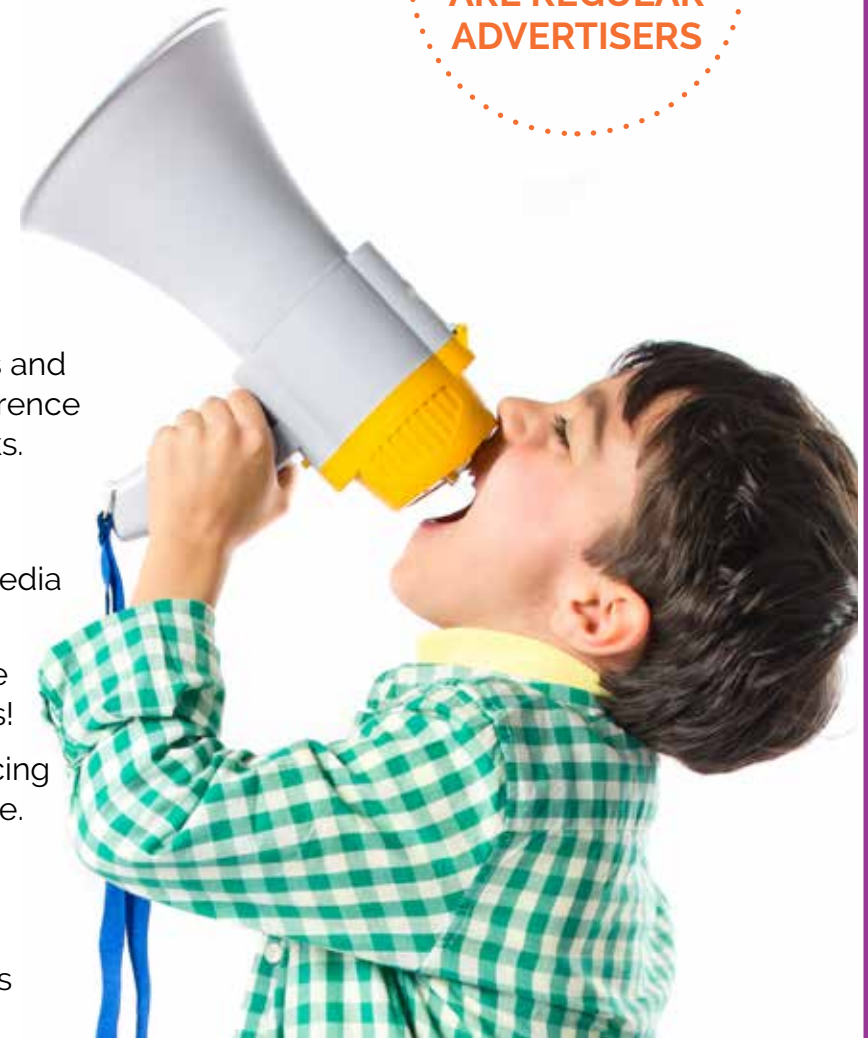
OVER 70% OF  
OUR CLIENTS  
ARE REGULAR  
ADVERTISERS

## Why advertise in Primary Times?

- **NICHE MARKETING** – Primary Times is targeted at a very specific market ie families with children. No wastage.
- **EFFECTIVE DISTRIBUTION** - 30,111 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.co.uk 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.

## Who advertises with us?

- Blackpool Pleasure Beach • Lancashire County Council • Blackburn Business Improvement District • Winter Gardens • Grand Theatre, Blackpool
- Affinity Lancashire • Trinity Hospice • Preston City Council
- Lancaster City Council • WWT Martin Mere • The Flower Bowl
- ... and many more!



[click for more ▶](#)

# Lancashire primary times

DISTRIBUTED  
TO 30,111  
LOCAL  
FAMILIES

## Primary Times Distribution

Primary Times is distributed to primary schools, libraries and other outlets in Lancashire



...and towns & villages in between



[click for more ▶](#)

# Lancashire primary times

[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 parents and teachers, including learning resources and party guide

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

**To find out more or place your advert call Marie McArthur on 07736 945698 or email [marie.mcarthur@primarytimes.co.uk](mailto:marie.mcarthur@primarytimes.co.uk)**

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



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Digital  
Advertising:

MPU  
£POA per  
calendar month

Leader board  
£POA per calendar month



**30,111**  
copies per issue

## 2025 Publication dates

### Easter

Copy by: 4 Mar Publishes: 24 Mar

### Summer

Copy by: 17 June Publishes: 7 July

### Back to School

Copy by: 12 Aug Publishes: 1 Sept

### Winter

Copy by: 4 Nov Publishes: 24 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

£125  
W43mm x H66mm or W90mm x 30mm

### Eighth Page

£225  
W90mm x H66mm or W43mm x H135mm

### Quarter Page

£425  
W90mm x H135mm or W184mm x H66mm

### Half Page

£750  
W184mm x H135mm or W90mm x H273mm

### Full Page

£1,300  
For a full bleed advert: W216mm x H303mm.  
For an advert with a white border all the way  
round: W184mm x H273mm

### Front Cover

£1,250  
W194mm x H275mm

### OB Cover

£1,350  
For a full bleed advert: W216mm x H303mm

### Inserts

£35.00 per thousand

Minimum 10,000

**3 series rate**  
**10% discount**

£113  
Per Issue

£203  
Per Issue

£383  
Per Issue

£675  
Per Issue

£1,170  
Per Issue

£1,125  
Per Issue

£1,215  
Per Issue

**4 series rate**  
**15% discount**

£107  
Per Issue

£192  
Per Issue

£362  
Per Issue

£638  
Per Issue

£1,105  
Per Issue

£1,063  
Per Issue

£1,148  
Per Issue

**Place your advert now! Call Marie on 07736 945698 or email [marie.mcarthur@primarytimes.co.uk](mailto:marie.mcarthur@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.