

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.



[click for more ▶](#)



Lancashire primary times

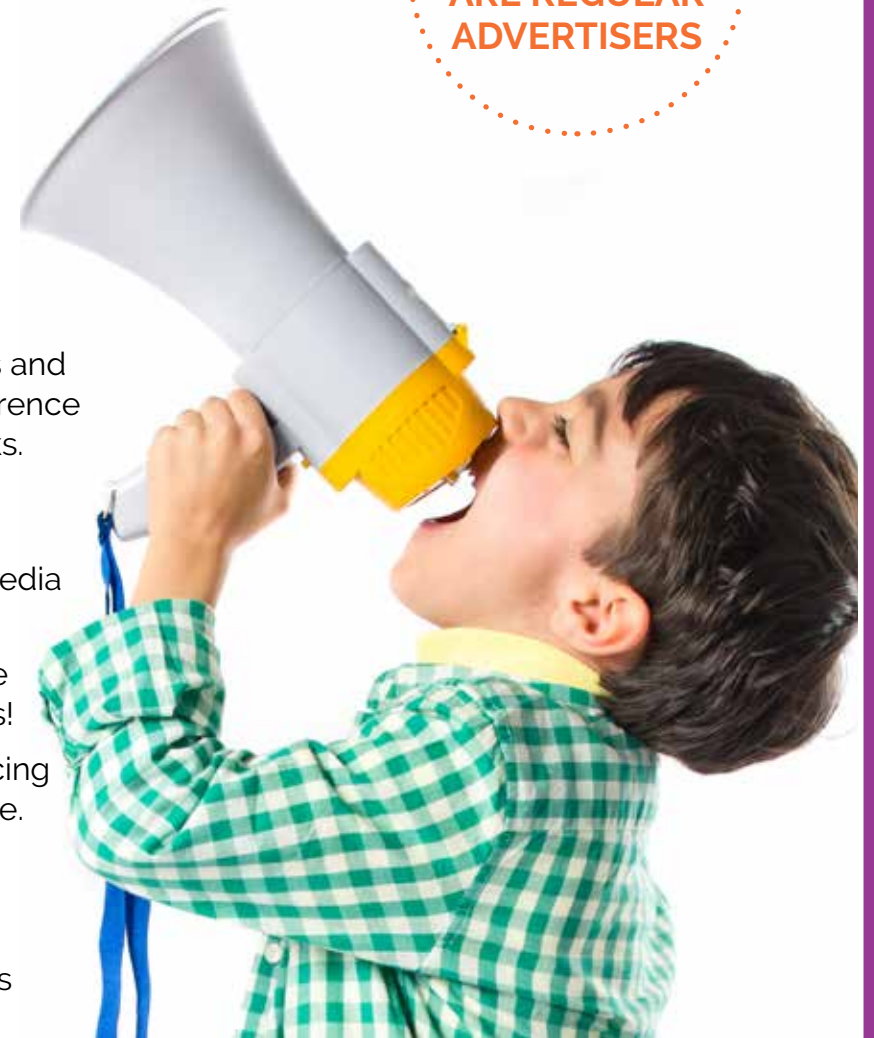
OVER 70% OF
OUR CLIENTS
ARE REGULAR
ADVERTISERS

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



[click for more](#) ▶

Lancashire primary times

primarytimes.co.uk

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

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



Lancashire primary times



30,111
copies per issue

2025 Publication dates

Easter

Copy by: 11 Mar Publishes: 31 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

Digital Advertising:

MPU
£POA per calendar month

Leader board
£POA per calendar month



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

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.