

# Leicestershire & Rutland 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 7 times a year prior to each school holiday and 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 school, 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 Leicestershire & Rutland.
- Reader offers and news from local communities and schools.



DISTRIBUTED  
TO 52,083  
LOCAL  
FAMILIES

# Leicestershire & Rutland 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** - 52,083 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?

- Leicestershire County Council • NHS Leicestershire Trust • Leicester City Council • Belvoir Castle • Spark Arts for Children • BID Leicester • National Space Centre • Leicestershire County Cricket Club • Rainbows Hospice



[click for more ▶](#)

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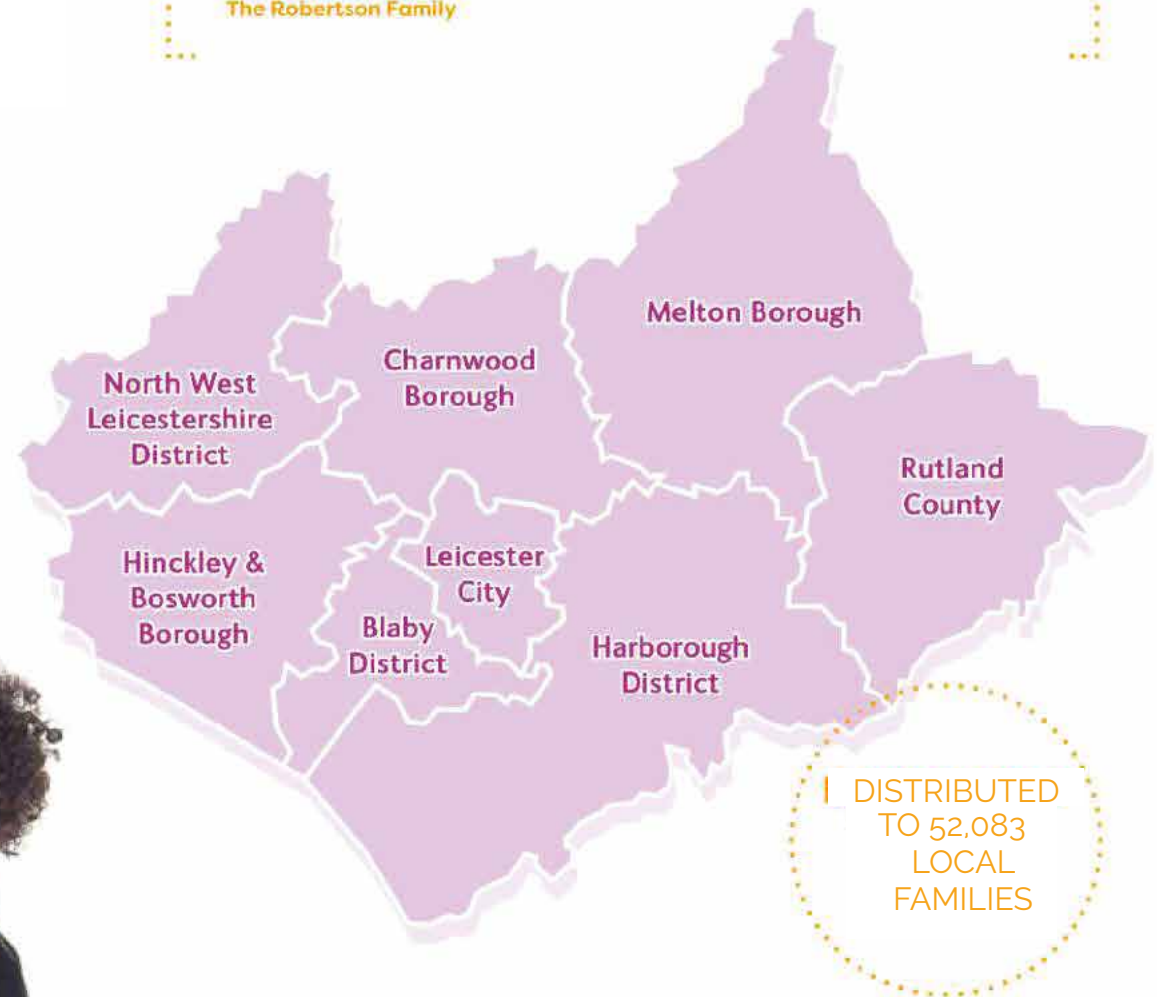
"Thank you all for a fantastic magazine that we have been using as our school holidays 'bible' for years. We've visited so many places featured in your magazine and I know many other Mums who read it from cover to cover also."

The Robertson Family

## Primary Times Distribution

Primary Times in Leicestershire & Rutland is distributed to primary schools and libraries in:

- North West Leicestershire District
  - Hinckley & Bosworth Borough
  - Charnwood Borough • Leicester City
  - Blaby District • Melton Borough
  - Harborough District • Rutland County
- ... and towns and villages in between



Leicestershire & Rutland

# primary times

[www.primarytimes.co.uk](http://www.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



To find out more or to place your advert now call Karen Gardiner on 07736 945757 or email [karen.gardiner@primarytimes.co.uk](mailto:karen.gardiner@primarytimes.co.uk)

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

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**52,083**  
copies per issue

## 2025 Publication dates

### February Half Term

Copy by: 7 Jan Publishes: 27 Jan

### Easter

Copy by: 11 Mar Publishes: 31 Mar

### May Half Term

Copy by: 15 Apr Publishes: 6 May

### Summer

Copy by: 10 June Publishes: 30 June

### Back to School

Copy by: 5 Aug Publishes: 26 Aug

### October Half Term

Copy by: 16 Sept Publishes: 6 Oct

### 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 **£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

## Digital Advertising:

MPU  
£POA per calendar month

Leader board  
£POA per calendar month



**Place your advert now! Call Karen Gardiner on 07736 945757 or email [karen.gardiner@primarytimes.co.uk](mailto:karen.gardiner@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.