

primary times

North London



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 plus a 'Back to School' issue in September, 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 what's on guide for parents of children (4-11 years) in the region.
- Local and national information specifically for parents in and around Nottinghamshire.
- Reader offers and news from local communities and schools.
- Competitions from local and national advertisers.



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North London primary times

OVER 70% OF
OUR CLIENTS
ARE REGULAR
ADVERTISERS

Why advertise in Primary Times?

- **NICHE MARKETING** – Primary Times is highly targeted at a very specific market ie families with children. No wastage.
- **EFFECTIVE DISTRIBUTION** - 45,772 copies to families through primary schools. One copy is allocated per family 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 and support from www.primarytimes.co.uk
- **ADVERTISER SATISFACTION** - over 70% of our advertisers use us repeatedly - because it works!
- **COST EFFECTIVE** - per 1000 our pricing structure offers exceptional value.



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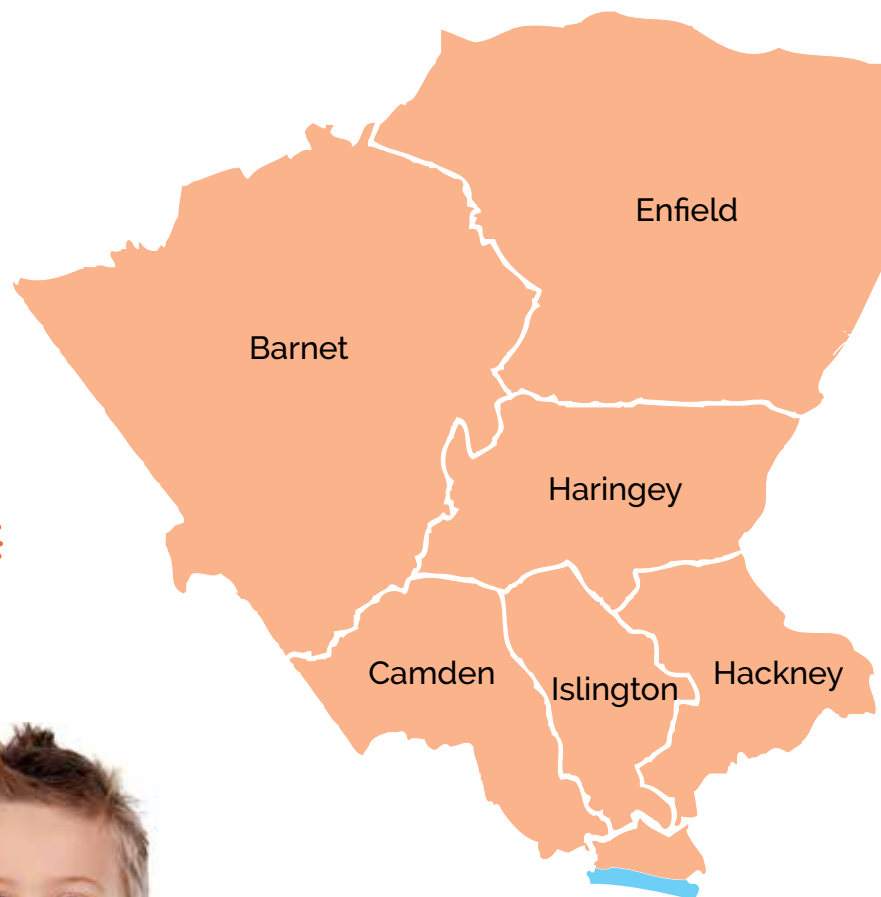
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Primary Times Distribution

Primary Times in North London is distributed to primary schools and libraries in the following boroughs:

- Barnet
- Camden
- Enfield
- Hackney
- Haringey
- Islington

**DISTRIBUTED
TO 45,772
NORTH LONDON
FAMILIES**



[click for more ▶](#)

North London primary times

primarytimes.co.uk

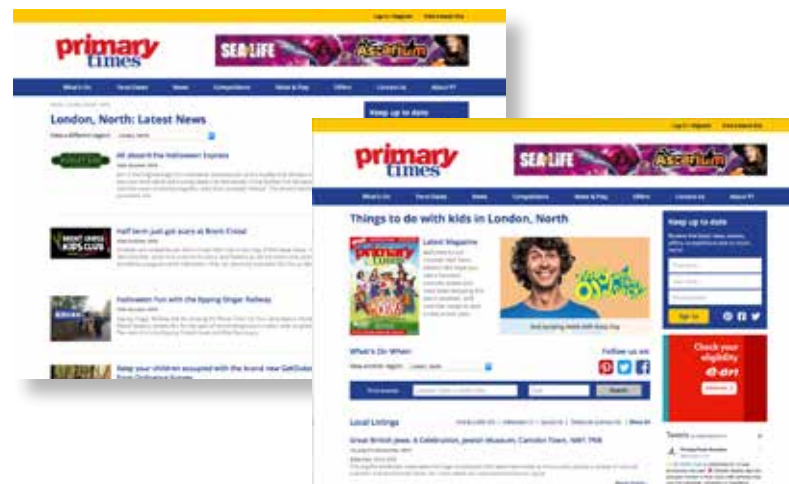
www.primarytimes.co.uk features regional and national content including:

- 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 IN
THE APP
STORE



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North London primary times

Share in the success!

Reaching more than 2 in 3 families who have children attending primary school, it is not surprising that Primary Times in North London advertisers include:

- Bloomsbury Theatre
 - Brent Cross
 - Enfield Council
 - The Postal Museum
 - Hackney Empire
 - Great Ormond Street Hospital
 - North Bridge High School
 - Kumon
 - Lee Valley
 - Mill field Theatre
 - Perform Performing Arts
 - The Children's Society
 - Stagecoach
 - UCS School
- ... and many more!

**To find out more or to place your advert now call Gareth on
07719 050758 or email gareth.macfarlane@primarytimes.co.uk**

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



2025 Dates & Rates

primary times

North London

45,772
copies per issue

2025 Publication dates

February Half Term

Copy by: 7 Jan Publishes: 27 Jan

Easter

Copy by: 25 Feb Publishes: 17 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: 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 £140

W43mm x H66mm or W90mm x 30mm

Eighth Page £260

W90mm x H66mm or W43mm x H135mm

Quarter Page £445

W90mm x H135mm or W184mm x H66mm

Half Page £800

W184mm x H135mm or W90mm x H273mm

Full Page £1,430

For a full bleed advert: W216mm x H303mm.

For an advert with a white border all the way

round: W184mm x H273mm

Front Cover £1,315

W194mm x H275mm

OB Cover £1,540

For a full bleed advert: W216mm x H303mm

Inserts £35.00 per thousand

Minimum 10,000



3 series rate
10% discount

£119

Per issue

£221

Per issue

£378.25

Per issue

£680

Per issue

£1215.50

Per issue

£1117.75

Per issue

£1309

Per issue

4 series + rate
15% discount

£105

Per issue

£195

Per issue

£333.75

Per issue

£600

Per issue

£1072.50

Per issue

£1155

Per issue

Place your advert now! Call Gareth on 07719 050758 or email gareth.macfarlane@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.