

South London 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 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 South London.
- Reader offers and news from local communities and schools.
- Competitions from local and national advertisers.

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South 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** - 42,030 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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DISTRIBUTED
TO 42,030
LOCAL
FAMILIES

Primary Times Distribution

Primary Times is distributed to primary schools and libraries in South London in:

- Lambeth
- Southwark
- Lewisham
- Croydon



... and all the places inbetween



[click for more ▶](#)

South 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



[click for more ▶](#)

South 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 and around South London advertisers include:

- Kumon
- NHS
- Perform Performing Arts
- The Children's Society
- Stagecoach
- ... and many more!

To find out more or to place your advert now call Andrew on 07719 050761 or email andrew.langridge@primarytimes.co.uk

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



2025 Dates & Rates

42,030
copies
per issue

South London
**primary
times**



2025 Publication dates

February Half Term

Copy by: 7 Jan Publishes: 27 Jan

Easter

Copy by: 4 Mar Publishes: 24 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: 11 Nov Publishes: 1 Dec

Advertising Rates*

Sixteenth Page £140.00
W43mm x H66mm

Eighth Page £260.00
W90mm x H66mm or W43mm x H135mm

Quarter Page £445.00
W90mm x H135mm or W184mm x H66mm

Half Page £800.00
W184mm x H135mm or W90mm x H273mm

Full Page £1,430.00
For a full bleed advert: W216mm x H303mm.
For an advert with a white border all the way
round: W184mm x H273mm

Double Page £2,750.00
For a full bleed advert: W216mm x H303mm

OB Cover £1,540.00
For a full bleed advert: W216mm x H303mm

**Front Cover Package -
Silver (+ Quarter page)** £1,315.00

**Front Cover Package -
Gold (+ Half page)** £1,670.00

Inserts £37.50 per thousand
Minimum 10,000

3+ series rate 10% Full Series 20%

£126.00 £112.00
Per Issue Per Issue

£234.00 £208.00
Per Issue Per Issue

£400.50 £356.00
Per Issue Per Issue

£720.00 £640.00
Per Issue Per Issue

£1,287.00 £1,144.00
Per Issue Per Issue

£2,475.00 £2,200.00
Per Issue Per Issue

£1,386.00 £1,232.00
Per Issue Per Issue

Digital Advertising:

**Leader board -
£POA per
calendar month**

**MPU - £POA per
calendar month**



Place your advert now! Call 07719 050761 or email andrew.langridge@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.