



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



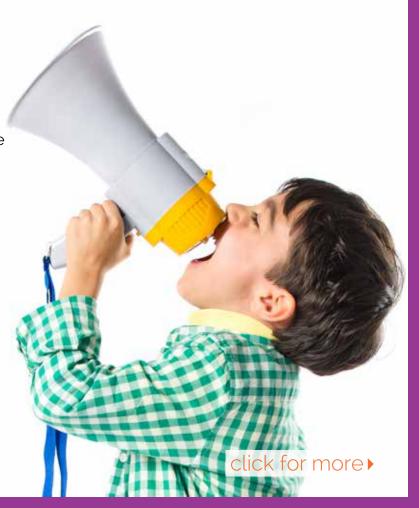


OVER 70% OF OUR CLIENTS ARE REGULAR ADVERTISERS

## 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 38,070 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.





# **Primary Times Distribution**

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

Richmond

Merton

Kingston

Sutton

Wandsworth







DISTRIBUTED
TO 38,070
LOCAL
FAMILIES





### 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









### 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 West 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.



copies





Full Spring 20%



#### **2025 Publication dates**

<b>February Half Term</b>	
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 Sep	Publishes: 6 Oct
Winter	
Copy by: 28 Oct	Publishes: 17 Nov

### **Advertising Rates\***

Sixteenth Page W43mm x H66mm	£140.00
<b>Eighth Page</b> W90mm x H66mm or W43mr	<b>£260.00</b> m x H135mm
Quarter Page W90mm x H135mm or W184	<b>£445.00</b> mm x H66mm
Half Page W184mm x H135mm or W90r	<b>£800.00</b> nm x H273mm
Full Page For a full bleed advert: W216m For an advert with a white bor round: W184mm x H273mm	
<b>Double Page</b> For a full bleed advert: W216n	<b>£2,750.00</b> nm x H303mm
<b>OB Cover</b> For a full bleed advert: W216n	<b>£1,540.00</b> nm x H303mm
Front Cover Package -	
Silver (+ Quarter page)	£1,315.00
Front Cover Package -	
Gold (+ Half page)	£1,670.00

£37.50 per thousand

5+ series rate 10%	ruii 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
62.475.00	62 200 00
£2,475.00	£2,200.00

**Digital Advertising:** Leader board -£POA per

Per Issue

Per Issue

£1,386.00

34 carias rata 10%

calendar month MPU - £POA per calendar month



Per Issue

£1,232.00 Per Issue

### Place your advert now! Call 07719 050761 or email andrew.langridge@primarytimes.co.uk

**Inserts** 

Minimum 10,000