

primary times

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

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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.



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South West London primary times

DISTRIBUTED
TO 38,070
LOCAL
FAMILIES

Primary Times Distribution

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

- Richmond
- Kingston
- Wandsworth
- Merton
- Sutton



... and all the places inbetween



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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 West London

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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.



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38,070
copies
per issue



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 Sep	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.