

# 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 the London area.
- 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** - 284,089 copies to families through primary schools. One copy is allocated per family and taken home in the children's book bags. There are six editions that cover London:
  - West London** (covering the boroughs of Hillingdon, Harrow, Brent, Ealing, Hounslow, Hammersmith & Fulham, Kensington & Chelsea and City of Westminster)
  - North London** (covering the boroughs of Barnet, Enfield, Haringey, Camden, Islington and Hackney).
  - East London** (covering the boroughs of Havering, Barking & Dagenham, Redbridge, Newham, Waltham Forest and Tower Hamlets)
  - South East London** (covering the boroughs of Bexley, Bromley and Greenwich)
  - South London** (covering the boroughs of Croydon, Lambeth, Southwark and Lewisham) and
  - South West London** (covering the boroughs of Richmond upon Thames, Kingston upon Thames, Merton, Wandsworth and Sutton) with a total of 294,000+ copies, helping parents plan school holidays, weekends and 'after school' activities for the whole family.
- **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](http://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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# London Area primary times

## Primary Times Distribution

Primary Times South West London 38,070

Primary Times South London 42,030

Primary Times South East London 51,000

Primary Times East London 51,510

Primary Times North London 45,772

Primary Times West London 55,707

**DISTRIBUTED  
TO 284,089  
LONDON  
FAMILIES**



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# London Area primary times

[primarytimes.co.uk](http://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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# London Area 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 the London Area 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!





## Rate per single issue/per region

### Sixteenth page

(Horizontal) W: 90mm x H:30mm OR  
(Vertical) W: 43mm x H:66mm

### Eighth page

(Horizontal) W: 90mm x H:66mm OR  
(Vertical) W: 43mm x H:135mm

### Quarter page

(Horizontal) W: 190mm x H:66mm OR  
(Vertical) W: 90mm x H:135mm

### Half page

(Horizontal) W: 184mm x H:135mm OR  
(Vertical) W: 90mm x H:277mm

<b>£140</b>	<b>Full page</b> (Trim Area) W:210mm x H:297mm (Including Bleed) W: 220mm x H:307mm (Type Area) W: 190mm x H:277mm	<b>£1,430</b>
<b>£260</b>	<b>Double Page Spread</b> (with 5mm bleed) W:430mm x H: 307mm	<b>£2,750</b>
<b>£445</b>	<b>Outside Back Cover</b> (See Full Page dimensions above)	<b>£1,540</b>
<b>£800</b>	<b>Front Cover Package</b> quarter page advert half page advert	<b>£1,315</b> <b>£1,670</b>

**Agency Discount 10%**

**To find out more or to place your advert, contact your regional manager.**

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