

Edinburgh and The Lothians primary times

The definitive what's on and where to go family guide of activities and events for children of primary school age.

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 6 times a year prior to school holidays, Primary Times is distributed to families via their child's school bag.
- Primary Times in Edinburgh and The Lothians distributes over 40,000 copies per issue and is part of national networking distributing more than 2.2 million copies in 59 regions across the UK and Ireland.
BPA Audited.

What's in Primary Times?

- The most comprehensive whats on guide for families in the region.
- Local and national information for parents and teachers in Edinburgh and The Lothians including learning and party resources.
- Reader offers and news from local communities and schools.

Over 35
years in
print!



Edinburgh and The Lothians primary times

OVER 70%
of our clients
are regular
advertisers

An easy, efficient and cost effective way to directly reach local families.

Why advertise in Primary Times?

- **NICHE MARKETING** – Primary Times is targeted at a very specific market ie families with children. No wastage.
- **EFFECTIVE DISTRIBUTION** - over 40,000 copies to families through primary schools 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 from primarytimes.co.uk and social media
- **ADVERTISER SATISFACTION** - over 70% of our advertisers use us repeatedly - because it works!
- **COST EFFECTIVE** - per 1000 pricing structure offers exceptional value.

Who advertises with us?

- Edinburgh Zoo • Raviv Scotland • Ryze Xtreme Air Sports • Dynamic Earth • Xsite Fountain Park • Kip McGrath • Lamp House Music • Royal Yacht Britannia • Edinburgh International Science Festival • The Kings and Festival Theatres • Midlothian Snow Sports • National Parent Forum • National Galleries of Scotland... and many more!



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Primary Times Distribution

Primary Times is distributed to primary schools, libraries and other outlets in Edinburgh and The Lothians

- West Lothians
- City of Edinburgh
- Mid Lothian
- East Lothians

REACHING
over **40,000**
local families





primarytimes.co.uk

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

- What's on Listings • News • Competitions
- Local information for parents and teachers, including learning resources and party guide

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

The screenshot shows the Primary Times website interface. At the top, the 'primary times' logo is on the left, and a red banner on the right says 'More than education' with a Loretto logo. Below the logo is a navigation bar with links: What's On, Term Dates, News, Competitions, Make & Play, Offers, Contact Us, and About PT. The main heading is 'Things to do with kids in Edinburgh & The Lothians'. On the left, there's a 'Latest Magazine' section featuring the 'Back to School 2025' magazine with a 'Giant Lanterns' cover. To the right of this is a photo of Lydia Scaltsas, the founder, with the text 'Meet the Founder: Lydia Scaltsas, L5 Tuition'. Below the magazine section is a 'What's On When' section with a dropdown menu set to 'Edinburgh & The Lothians' and a search bar. To the right of this is a 'Follow us on:' section with icons for Contact Us, Pinterest, Twitter, and Facebook. Further right is a 'Keep up to date' section with a 'Sign Up' button and social media icons. Below the 'What's On When' section is a 'Local Listings' section featuring 'Monkeys: Our Primate Family' exhibition at the National Museum of Scotland, running from June 28th to November 30th, 2025. It includes a brief description and a 'Read more...' link. At the bottom of the listings is 'Tutankhamun Glasgow: An Immersive Experience'. On the far right, there are two promotional banners: one for 'Primary Maths for Scotland' and another for 'Barhead Travel' advertising a family holiday.

To find out more or to place your advert now
call Linsey on **07736 945736** or email linsey.brown@primarytimes.co.uk

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