

# primary times

Fife, Tayside and Central Scotland



## 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 each school holiday, Primary Times is distributed directly to families via their child's school bag.
- Part of a national network of 59 regional editions distributing 2.7 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 Fife, Tayside and Central Scotland.
- Reader offers and news from local communities and schools.



**NOP confirms  
Primary Times  
is the UK's most  
read listings  
and information  
publication for  
parents.**

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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** - 45,000 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.net](http://www.primarytimes.net)
- **ADVERTISER SATISFACTION** - over 70% of our advertisers use us repeatedly - because it works!
- **COST EFFECTIVE** - per 1000 our pricing structure offers exceptional value.

“Noah's Perth are delighted to have won the Best Indoor Play Centre for the Star Awards 2013 maintaining our previous title. Primary Times (Fife) have helped to bring new customers from all over Scotland, allowing us to develop and grow as a play centre. Primary Times supports Noah's by supplying our customers with current deals and offers. We look forward to working with Primary Times again in the future!” **Charlotte, Noah's Perth**



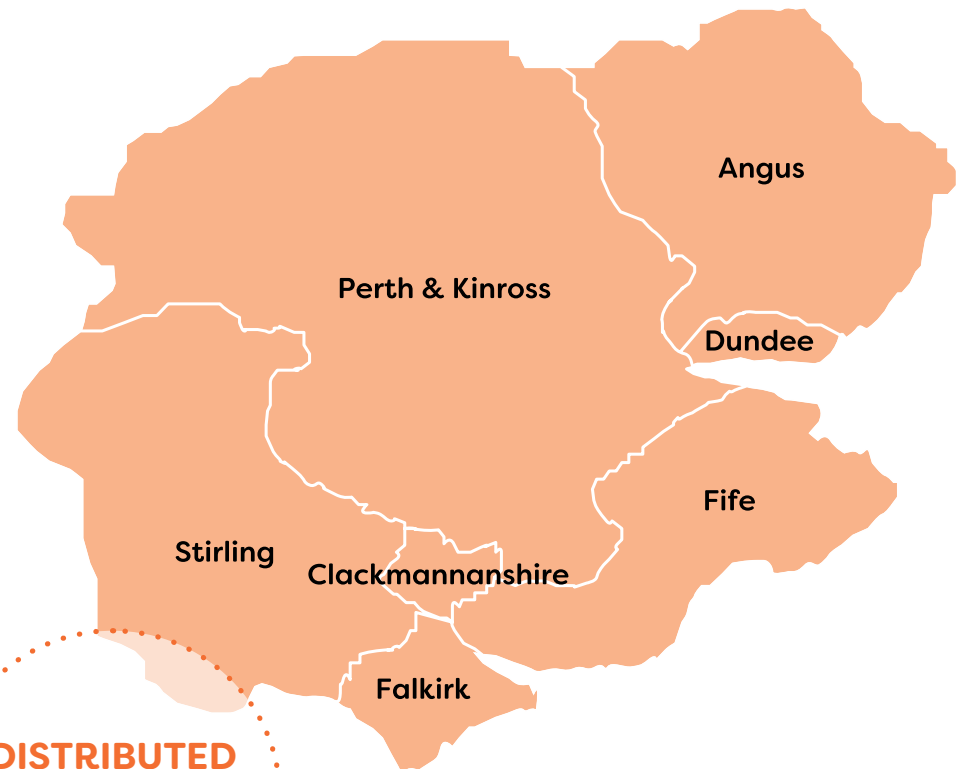
[click for more ▶](#)



“I have advertised in Primary Times since starting my business. Every school child has access to a copy and so I know that my advert will be read by a great number of people. I rarely have an issue without responses directly generated by the magazine, and in many cases this is because the publication is seen as trustworthy, reliable and child-friendly. The rates are very reasonable and the lovely staff are friendly and helpful!” **Barbara Brett, Helen O’Grady Drama Academy**

## Primary Times Distribution

Primary Times is distributed to primary schools, libraries and other outlets in Fife, Tayside and Central Scotland.



**DISTRIBUTED  
TO 45,000  
LOCAL  
FAMILIES**



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**primarytimes.net**

**www.primarytimes.net 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:**

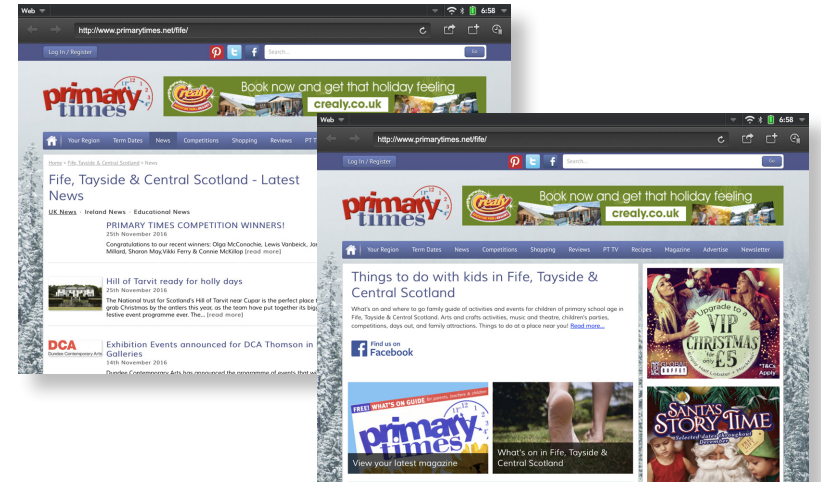
- Tailored E-shots
- Regional and National MPUs
- Banners or Buttons • Videos
- Sponsorship and much more



“As a tuition business based in Stirling we have found it very helpful to advertise regularly in Primary Times. It is important to our business to maintain visibility and, because Primary Times is circulated through children’s school bags, we know many parents and children read the magazine and see our adverts.”

**Kip McGrath Education Centre, Stirling**

**PRIMARY TIMES IS ALSO AVAILABLE IN THE APP STORE**



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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 Fife, Tayside & Central Scotland advertisers include:

- British Golf Museum
- St. Andrews Botanic Gardens
- Helen O'Grady
- Kip McGrath
- Perth & Kinross Leisure
- Perth Theatre & Concert Hall
- Falkirk Youth Theatre
- ANGUS alive
- Dundee Children & Families Information Service
- Fife Cultural Trust
- Blair Drummond Safari Park
- Active Kids
- ... and many more!

**For more information or to book advertising space, call Anne on 01355 579399 or email [ptfife@schoolspublishing.co.uk](mailto:ptfife@schoolspublishing.co.uk)**