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 Glasgow and West of Scotland.
- Reader offers and news from local communities and schools.
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** - 59,000 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
- **ADVERTISER SATISFACTION** – over 80% of our advertisers use us repeatedly – because it works!
- **COST EFFECTIVE** – per 1000 our pricing structure offers exceptional value.

“The King’s and Theatre Royal marketing team are always on the lookout for interesting advertising opportunities, and have found Primary Times to be a brilliant choice for our kids and family shows. The team are helpful, friendly and easy to work with – and definitely recommended!” Fergus Weir, King’s & Theatre Royal, Glasgow
Primary Times Distribution

Primary Times in Glasgow and West of Scotland is distributed to primary schools, libraries and other outlets in:

- Glasgow City
- North Lanarkshire
- South Lanarkshire
- East Dunbartonshire
- West Dunbartonshire
- Renfrewshire
- Inverclyde

“...We have advertised our Be Health-Wise Easter/Winter campaign in all three Primary Times Scottish editions for many years and always been very happy with the service and feedback we have received. We would recommend Primary Times to any client whose target market includes parents of young children and we look forward to seeing our campaigns in future editions.”

NHS24 Scotland

DISTRIBUTED TO 59,000 LOCAL FAMILIES

click for more
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

“We’ve advertised regularly with Primary Times Glasgow for the past 5 years and have seen a notable growth across a variety of our audience figures. It’s a fantastic platform for reaching the families market and a publication we will continue to advertise with in the future.”

Suzanne Logue, Young Glasgow
Share in the success!

Reaching more than 2 in 3 families who have children attending primary school, it is not surprising that Primary Times Glasgow and West of Scotland advertisers include:

- Alliance Française de Glasgow
- Dean Castle Park
- East Kilbride Shopping Centre
- East Renfrewshire Leisure & Culture
- Emirates Arena
- Explore Learning
- Glasgow Libraries & Museums
- King’s Theatre
- Kumon
- National Trust
- NHS 24
- North Lanarkshire Culture & Leisure
- Renfrewshire Arts
- SECC & SSE Hydro
- Slater’s
- South Lanarkshire Leisure
- The Tall Ship
- Young Glasgow
... and many more!

Call our office in East Kilbride to speak to a member of our sales team on 01355 226219 or email ptglasgow@schoolspublishing.co.uk