



# primary times

Edinburgh  
& The Lothians

The only family-focused publication that reaches 47,000 families in Edinburgh and the Lothians – 7 times a year.



Primary Times has been Raviv Scotland's most lucrative method of advertising. It's helped spread the word about our business that is now thriving, thanks to the target market Primary Times Edinburgh accesses.



*Karen Wexelstein, Founder Raviv Scotland*

Contact Nicola Elliott on 0131 215 1110 or email: [nicola@writeplacemedia.co.uk](mailto:nicola@writeplacemedia.co.uk)

# Why advertise in Primary Times Edinburgh & The Lothians

## Targeted Marketing

Your message delivered to a specific market - parents of 4 -11 year olds  
- 7 times a year just at the right time - prior to the school holidays and on returning to school in August.

## Effective Distribution

Requested by the headteachers. 47,000 copies reach 162 Edinburgh schools  
- That's 20% more than any other niche publication in Edinburgh. .

## Trusted by families

Our research shows that families read the magazine together  
and use it to plan activities.

## Raft of opportunities to reach families

Whether it's an advert, a competition or editorial, we can advise and offer  
the most effective way to reach your target audience. Comprehensive event  
listings and reader offers ensure a 'coffee-table life' of at least 6 weeks

## Digital exposure

Parents go to [www.primarytimes.co.uk/edinburgh](http://www.primarytimes.co.uk/edinburgh) to see what's on and  
where to go. Plus with added extras like competitions, reviews, recipes and  
the option of viewing a digital version of the magazine.

## Social Media

If social media is integral to your business we can help you extend your  
business reach across Facebook. We have high engagement rates and reach.

## Advertiser Satisfaction

Over 80% percent of Primary Times advertisers repeat their advertisement.

## Market Leader

2.7 million copies of Primary Times are distributed throughout the UK  
and Ireland. National recognition - local response! Established in 1989 -  
we are now in our 27th year of publishing.

Deliver your message to families with children  
aged 4-11 in Edinburgh and the Lothians.  
Primary Times has been trusted by  
families for over 15 years and our  
advertisers get great results.



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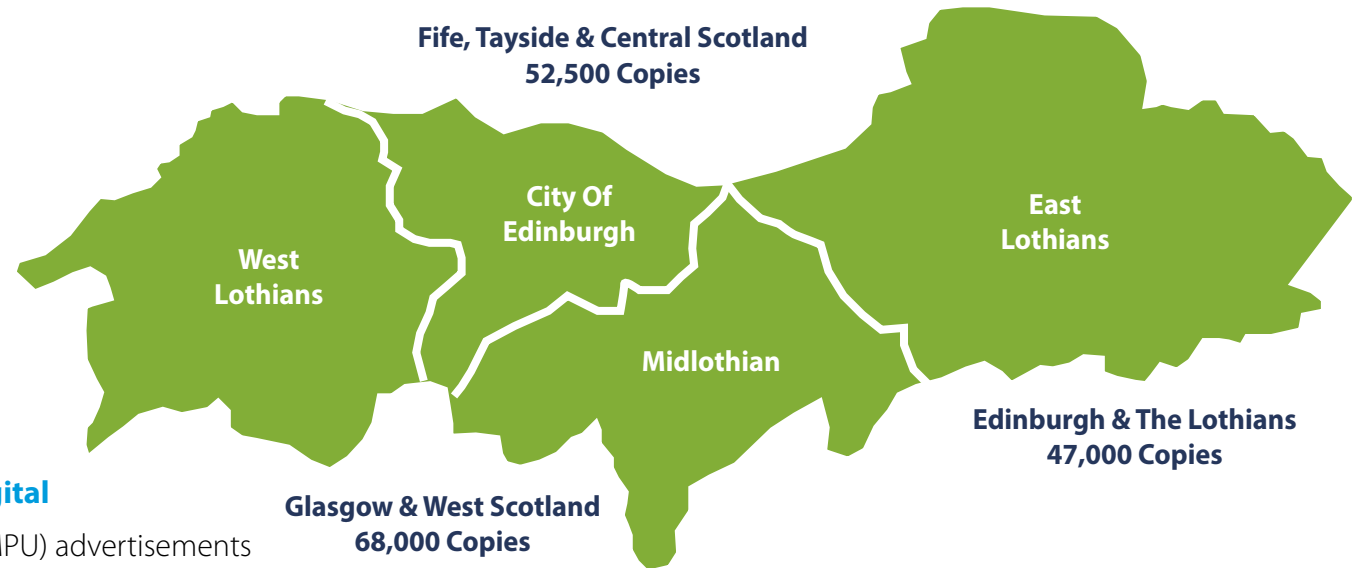
# Added benefits of Primary Times Edinburgh & The Lothians

## Promote your business in Edinburgh, up to seven times a year

February	<b>28th January 2019</b>
Easter	<b>18th March 2019</b>
May	<b>29th April 2019</b>
Summer	<b>10th June 2019</b>
Back to School	<b>19th August 2019</b>
October	<b>30th September 2019</b>
Christmas	<b>11th November 2019</b>

## When advertising within Primary Times, enhance your business profile by adding digital

Options include leaderboard or mid page unit (MPU) advertisements on [www.primarytimes.co.uk/edinburgh](http://www.primarytimes.co.uk/edinburgh) or the national homepage. Advertorials or monthly / bespoke e-newsletters.



## Social media packages

Broaden your business reach and interaction with parents, grandparents, carers and teachers via Facebook and Twitter? We have packages to suit your needs.

## Magazine inserts

Increase your response rate still further by inserting your leaflets into Primary Times Edinburgh magazine.

## Additional Primary Times regions

Spread your message across neighbouring counties of the UK by accessing anyone of the 59 successful Primary Times regions.

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# Advertising rates for Primary Times Edinburgh

Magazine Ads	Rates
Classified Box	POA
Sixteenth Page	POA
Sixteenth Page (+)	POA
Eighth Page	POA
Eighth Page (+)	POA
Quarter Page	POA
Half Page	POA
Full Page	POA
IFC IBC OBC	POA

Front Cover Packages	Rates
Cover + Eighth Page	POA
Cover + Quarter Page	POA
Cover + Half Page	POA

Digital Advertising	Rates
Regional Mid Page Unit	POA per month
Regional Leaderboard	POA per month
National Mid Page Unit	POA per month
National Leaderboard	POA per month

Extended Social Media Packages	Rates
Includes 12 Facebook posts (two of those boosted) in one month and a report at the end of the month showing engagement levels and reach.	POA

## Increase your customers response with series advertising

For advert sizes and technical information please download our Technical Data Sheet: <https://bit.ly/2moSkcb>

Contact us to talk about building a package to suit your business needs and budget.

Payment options available, please ask for details.

## About us...

Tried, Tested and Trusted... Write Place Media operates Primary Times in Edinburgh & the Lothians and specialises in finding local information for families and teachers. Our expertise, knowledge and dedicated team can help you make the most of a niche publication.

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