

# Let the biggest, and only audited\*, magazine for Families in your area work for you!

## primary times

**304,000+ copies**  
delivered to families across  
London 7 times a year

## We've got the family market covered!

### What is Primary Times?

Primary Times is the only **FREE** full colour 'What's On and Where to Go' magazine written for children (ages 4-11), their parents and teachers.

Published 7 times a year to coincide with the start of the school holidays, with a special 'Back to School' edition in September.

Primary Times is delivered direct to Primary Schools for insertion into the child's book bag, with the support of the school.

It is the largest free circulation magazine in the UK and Ireland, with a circulation of over 2,700,000 produced per issue via 59 local editions. Unlike other local family magazines, all distribution figures are audited annually by BPA Worldwide.

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 **304,000+ copies**, helping parents plan school holidays, weekends and 'after school' activities for the whole family.



### What's in Primary Times?

The most comprehensive 'What's On' guide for primary age children, their parents and teachers featuring:

- Local Attractions and Days Out
- News
- Listings of local events and family entertainment
- Theatre
- Local information, services and advice
- Regular education and performing arts features
- Competitions & special offers

### Why advertise in it?

**...The sheer volume of our distribution sets us apart from our competitors including the regional newspapers**

**UNIQUE DISTRIBUTION** - In more book bags than any other magazine - no wastage being left in the hope of being picked up.

**AGES 4-11** - We do what we say and concentrate on primary aged families.

**READER CONFIDENCE** - Tried, tested and trusted since 1989.

**Take a look at what our readers have to say:**

*Just a quick email to thank you for your very useful publication. I am an Aussie grandma who comes to England almost every summer to spend time with the Worlds Best Granddaughter aged nearly 6. Both last year and this I scoured your magazine and found some brilliant places to take her. We have baked rainbow cookies and had a Teddy Bear Picnic and had butterflies land on our finger at a local garden centre. The butterflies were exceedingly friendly as were all the staff there. She spent a day at an Activity camp when Grandma needed to go into London on business and last year we visited a National Trust Park, plus we went to the Circus and Ice Skating. We also used your excellent magazine to check out local theatre. Thank you for such a useful publication and congratulations on a job well done. Sandi Butler*

Call 020 8318 0400 or email [office@primarytimes.biz](mailto:office@primarytimes.biz)

## BRAND AWARENESS

Over 2.7million copies of Primary Times magazines are distributed via 59 local regions across the UK and Ireland.

National recognition but with local response making Primary Times the ideal niche marketing medium to reach families, a targeted market and no wastage!

### Get increased response for decreased cost!

Advertisers book on series not only because it works, but because it's cheaper too! Book a series and get up to 20% discount.

#### Rate per single issue/per region

**Box** £70

W: 43mm x H:30mm

**Sixteenth page** £140

(Horizontal) W: 90mm x H:30mm OR

(Vertical) W: 43mm x H:66mm

**Eighth page** £260

(Horizontal) W: 90mm x H:66mm OR

(Vertical) W: 43mm x H:135mm

**Quarter page** £445

(Horizontal) W: 190mm x H:66mm OR

(Vertical) W: 90mm x H:135mm

**Half page** £800

(Horizontal) W: 190mm x H:135mm OR

(Vertical) W: 90mm x H:277mm

**Full page** £1,430

(Trim Area) W:210mm x H:297mm

(Including Bleed) W: 220mm x H:307mm

(Type Area) W: 190mm x H:277mm

**Double Page Spread** £2,750

(with 5mm bleed) W:430mm x H: 307mm

**Outside Back Cover** £1,540

(See Full Page dimensions above)

#### Front Cover Package

Silver: Cover and quarter page advert £1,315

Gold: Cover and half page advert £1,670

**Agency Discount 10%**

### Circulation & Regions

**Primary Times South West London 40,980**

**Primary Times South London 46,410**

**Primary Times South East London 51,270**

**Primary Times East London 53,640**

**Primary Times North London 50,335**

**Primary Times West London 61,772**

Distributed to schools, libraries and Tourist Information Centres across London.

### Multi-region Opportunity

Discounts available for booking multiple regions; please ask for a quote.

### Inserts

Rates for loose or stitched-in inserts into Primary Times magazine are dependent on quantity, weight and insert size. Please ask for a quote.

### Social Media & Website

Full supporting advertising packages available including editorial, website and social media coverage.

www.primarytimes.co.uk, Facebook, Twitter and Instagram.

#### 2020 PUBLICATION DATES

| Issue              | Publishes | Copy Deadline |
|--------------------|-----------|---------------|
| February Half Term | 3 Feb     | 17 Jan        |
| Spring/Easter      | 16 Mar    | 28 Feb        |
| May Half Term      | 11 May    | 24 Apr        |
| Bumper Summer      | 6 Jul     | 19 Jun        |
| Back to School     | 2 Sep     | 14 Aug        |
| October Half Term  | 12 Oct    | 25 Sep        |
| Christmas Issue    | 30 Nov    | 13 Nov        |

**To advertise in Primary Times**

**call 020 8318 0400**

**or email**

**office@primarytimes.biz**

#### Terms & Conditions:

- Payment in advance for first time advertisers.
- Settlement strictly 10 days from publication.
- Cancellation must be in writing one calendar month prior to copy deadline.
- Debit & Credit Card payment facilities available.
- All prices quoted are per issue per region and are excluding VAT.