



● Edinburgh & The Lothians

primary times

The only family-focused publication that reaches 46,000 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

Call 0131 215 1110 or email: edinburgh@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. **46,000 copies reach 154 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

Deliver your message to families with children aged 4-11 in Edinburgh and the Lothians. Primary Times has been trusted by families for over 13 years and our advertisers get great results.

Digital exposure

Parents go to **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!



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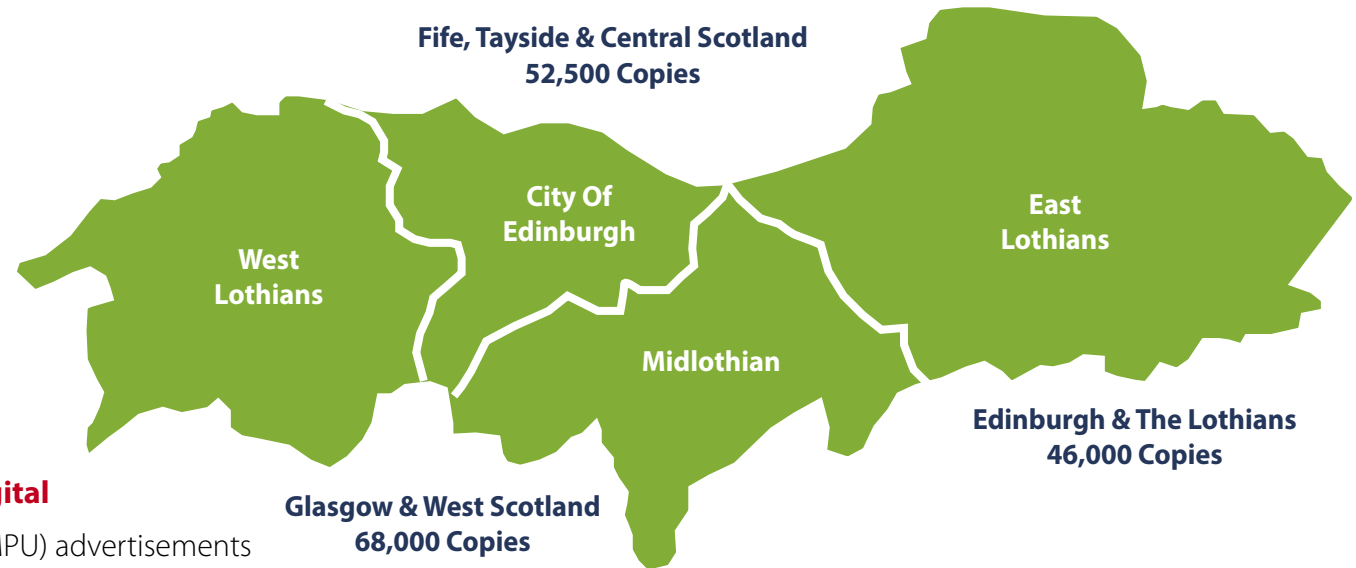
Added benefits of Primary Times Edinburgh & The Lothians

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

February
Easter
May
Summer
Back to School
October Break
Christmas

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 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
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	£200+VAT per month
Regional Leaderboard	£250+VAT per month
National Mid Page Unit	£300+VAT per month
National Leaderboard	£400+VAT 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.	£175+VAT

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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