

primary times

South London



2021

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

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 distributed by the school book bag.

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

What's in Primary Times?

... South London's best what's on and where to go guide for parents

The most comprehensive WHAT'S ON GUIDE for parents of children (4-11 years) in the region.

NEWS from local communities and schools

Special FEATURES and COMPETITIONS for parents and children.

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.

EFFECTIVE DISTRIBUTION 46,410 copies through the bookbag of local families throughout Lewisham, Southwark, Lambeth & Croydon.

GOOD TIMING - Just before every school holiday plus September Back to School.

READER CONFIDENCE - Tried, tested and trusted since 1989.


RETENTION - The listings ensure reference & retention for at least 6 weeks.

ADDED VALUE - Competitions, Editorial, Digital, Social Media.

BRAND AWARENESS - National Recognition - Local Response.

COVERAGE - From 46,410 families up to 2.7 million, 7 times a year. Your choice.

Why Primary Times South London?

We publish the most comprehensive **WHAT'S ON AND WHERE TO GO GUIDE** for families in the **London Boroughs of Croydon, Lambeth, Lewisham and Southwark** with a circulation of **46,410 copies** and readership of **139,000+**. All circulation figures are audited by 

We have high profile positions to fit most budgets so whether you would like to take advantage of one of our full page prime positions or a smaller box in a good position, we've got it covered.

Our long established history of over 19+ years operating in the South East gives us widespread brand recognition at a local and national level.



... and all the places inbetween

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EMAIL andrew@primarytimes.biz

SHARE IN THE SUCCESS

ADVERTISERS USE US REPEATEDLY BECAUSE IT WORKS!

THE ESSENTIAL FREE MAGAZINE FOR PARENTS, TEACHERS & CHILDREN IN SOUTH LONDON

BRAND AWARENESS

Over 2.5million 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 discounted space. The more adverts you book the greater the 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%**



Multi-region Opportunity

In addition to South London, we also publish Primary Times in South West London (40,890+ copies), East London (53,400 copies), South East London (51,270 copies), Kent (85,140 copies) & Sussex (86,370 copies). 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, [PT_LondonSandE](#) and [@primarytimesse](#)

2021 PUBLICATION DATES

Issue	Publishes	Copy Deadline
February Half Term	1 Feb	15 Jan
Spring/Easter	22 Mar	5 Mar
May Half Term	17 May	30 Apr
Bumper Summer	5 Jul	18 Jun
Back to School	1 Sep	13 Aug
October Half Term	11 Oct	24 Sep
Christmas Issue	29 Nov	12 Nov

To advertise in Primary Times

call 020 8318 0400

or email andrew@primarytimes.biz

Primary Times South London

7 Southbrook Mews, London SE12 8LG

Terms & Conditions:

- Payment in advance for all first time advertisers.
- Settlement STRICTLY 10 days from publication. Invoices are sent after each 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.

Artwork and Design

Our prices include advert design, typesetting and correction/alteration to the first proof. Subsequent changes will be subject to a surcharge of £50 (plus VAT) per proof. Alternatively please supply print-ready PDF (300dpi CMYK, all fonts embedded). If this is not possible we can also accept CMYK TIFF, JPEG or EPS files with a minimum image resolution of 300dpi