

primary times

in Glasgow and
West of Scotland

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 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 whats 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.



NOP confirms Primary Times is the UK's most read listings and information publication for parents

[click for more ▶](#)



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OVER 70% OF
OUR CLIENTS
ARE REGULAR
ADVERTISERS

Why advertise in Primary Times?

- **NICHE MARKETING** – Primary Times is targeted at a very specific market ie families with children. No wastage.
- **EFFECTIVE DISTRIBUTION** - 69,000 copies to families through primary schools 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 from primarytimes.net and social media
- **ADVERTISER SATISFACTION** - over 70% of our advertisers use us repeatedly - because it works!
- **COST EFFECTIVE** - per 1000 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**



[click for more ▶](#)

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Primary Times Distribution

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

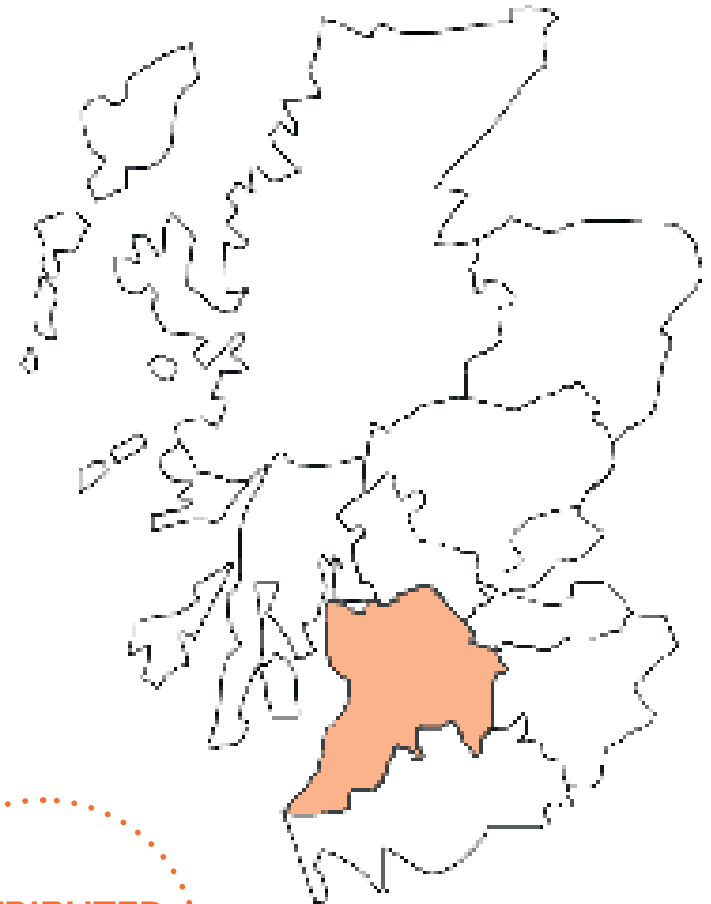
- Glasgow City
- North Lanarkshire
- South Lanarkshire
- East Dunbartonshire
- West Dunbartonshire
- Renfrewshire
- Inverclyde
- East Renfrewshire
- Ayrshire



DISTRIBUTED
TO 54,000
Local Families

[click for more ▶](#)

"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**



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primarytimes.co.uk

www.primarytimes.co.uk 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

Primary Times is
also available on
the App Store



"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 future." **Suzanne Logue, Young Glasgow**



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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 Francaise de Glasgow
- Celtic Football Club
- Barrhead Travel
- East Renfrewshire Leisure & Culture
- Glasgow Science Centre
- IKEA
- Kings Theatre
- Kumon
- Lomond School
- National Trust
- New Lanark World Heritage
- NHS 24
- North Lanarkshire Culture & Leisure
- Renfrewshire Arts
- SECC & SSE Hydro
- South Lanarkshire Leisure
- The Tall Ship
- Young Glasgow
- ... and many more!

For more information or to book advertising space, call Linsey on 07736 945736 or email linsey.brown@primarytimes.co.uk

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