

primary times



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 7 times a year prior to each school holiday plus a 'Back to School' issue in September, 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 what's on guide for parents of children (4-11 years) in the region.
- Local and national information specifically for parents in and around the London area.
- Reader offers and news from local communities and schools.
- Competitions from local and national advertisers.



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OVER 70% OF
OUR CLIENTS
ARE REGULAR
ADVERTISERS

Why advertise in Primary Times?

- **NICHE MARKETING** – Primary Times is highly targeted at a very specific market ie families with children. No wastage.
- **EFFECTIVE DISTRIBUTION** - 294,000+ copies to families through primary schools. One copy is allocated per family and taken home in the children's book bags. 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 294,000+ copies, helping parents plan school holidays, weekends and 'after school' activities for the whole family.
- **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 and support from www.primarytimes.co.uk
- **ADVERTISER SATISFACTION**
 - over 70% of our advertisers use us repeatedly - because it works!
- **COST EFFECTIVE** - per 1000 our pricing structure offers exceptional value.

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London Area primary times

Primary Times Distribution

Primary Times South West London 39,000

Primary Times South London 43,500

Primary Times South East London 51,000

Primary Times East London 51,500

Primary Times North London 48,450

Primary Times West London 60,500

**DISTRIBUTED
TO 294,000
LONDON
FAMILIES**



[click for more ▶](#)

London Area primary times

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 IN
THE APP
STORE



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London Area primary times

Share in the success!

Reaching more than 2 in 3 families who have children attending primary school, it is not surprising that Primary Times in the London Area advertisers include:

- Beck Theatre
- Bloomsbury Theatre
- Brent Cross
- Empower Arts
- Enfield Council
- Great Ormond Street Hospital
- The Postal Museum
- Hackney Empire
- Italia Conti Ruislip
- Japan House
- Jungle VIP
- Kumon
- London Transport Museum
- North Bridge High School
- Lee Valley
- Mill field Theatre
- National Army Museum
- Park Sports
- Perform Performing Arts
- Royal Albert Hall
- The Children's Society
- Stagecoach
- UCS School
- Watermans Theatre
- ... and many more!





Rate per single issue/per region

Box

W: 43mm x H:30mm

Sixteenth page

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

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

Eighth page

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

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

Quarter page

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

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

Half page

(Horizontal) W: 184mm x H:135mm OR

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

£70 Full page £1,430

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

£140 (Including Bleed) W: 220mm x H:307mm

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

£260 Double Page Spread £2,750

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

£445 Outside Back Cover £1,540

(See Full Page dimensions above)

£445 Front Cover Package

quarter page advert

£1,315

£800 half page advert **£1,670**

Agency Discount 10%

**To find out more or to place your advert now call Marie on
07736 945698 or email marie.mcarthur@primarytimes.co.uk**

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