

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 2.2 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 East and West Sussex.
- Reader offers and news from local communities and schools.
- Competitions from local and national advertisers.



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East and West Sussex primary times

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** - 76,890 copies to families through primary schools. One copy is allocated per family 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 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.

Testimonial

"Amberley Museum is proud to work with Primary Times magazine, as it provides an ideal platform to connect with families and schools across the region. By placing an ad in each of the seven issues throughout the year, we ensure our programs and events reach thousands of local parents and teachers who value educational and engaging experiences. This partnership has significantly boosted our visibility, allowing us to share our unique heritage offering with audiences who may otherwise not have discovered us. Primary Times continues to be a valuable resource in helping us inspire a new generation to explore and appreciate the South's Working Past."

Joe, Amberley Museum

[click for more ▶](#)



East and West Sussex primary times

DISTRIBUTED
TO 76,890
LOCAL
FAMILIES

Primary Times Distribution

Primary Times is distributed to primary schools and libraries in East and West Sussex in:

West Sussex: • Petworth • Chichester • Bognor Regis
• Arundel • Pulborough • Worthing • Horsham • Littlehampton
• Crawley • East Grinstead • Haywards Heath • Burgess Hill
• Shoreham by Sea

East Sussex: • Forest Row • Uckfield • Lewes • Brighton and Hove
• Newhaven • Eastbourne • Hailsham • Battle
• Bexhill on Sea • Hastings • Rye



... and all the towns and villages inbetween



[click for more ▶](#)

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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



[click for more ▶](#)

East and West Sussex 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 and around East and West Sussex advertisers include:

- 1st choice Inflatables.
- British Airways i360
- Bluebell Railway
- Paradise Park
- Wildfowl and Wetlands Trust
- National Trust
- ... and many more!

To find out more or to place your advert now call Catherine on 07719 050762 or email catherine.dillon@primarytimes.co.uk

Schools Publishing Limited, 6 Swan Court, Forder Way, Hampton, Peterborough, Cambridgeshire, PE7 8GX.





primary times

East & West Sussex

East Sussex
37,230
 copies per issue

West Sussex
39,660
 copies per issue



Digital Advertising:

MPU
 £POA per calendar month

Leader board
 £POA per calendar month

2025 Publication dates

February Half Term

Copy by: 7 Jan Publishes: 27 Jan

Easter

Copy by: 25 Feb Publishes: 17 Mar

May Half Term

Copy by: 15 Apr Publishes: 6 May

Summer

Copy by: 10 June Publishes: 30 June

Back to School

Copy by: 5 Aug Publishes: 26 Aug

October Half Term

Copy by: 16 Sept Publishes: 6 Oct

Winter

Copy by: 28 Oct Publishes: 17 Nov

File formats: We prefer high resolution PDFs with all colours set to CMYK and all fonts embedded. We can also use TIFF and JPEG files (CMYK, 300dpi). We can't accept Word, Publisher or Powerpoint files.

Advertising Rates*

Sixteenth Page £140

W43mm x H66mm or W90mm x 30mm

Eighth Page £260

W90mm x H66mm or W43mm x H135mm

Quarter Page £445

W90mm x H135mm or W184mm x H66mm

Half Page £800

W184mm x H135mm or W90mm x H273mm

Full Page £1,430

For a full bleed advert: W216mm x H303mm.
 For an advert with a white border all the way round: W184mm x H273mm

Front Cover £1,315

W194mm x H275mm

OB Cover £1,540

For a full bleed advert: W216mm x H303mm

Inserts £35.00 per thousand

Minimum 10,000

3 series rate
10% discount

£126
 Per Issue

£234
 Per Issue

£401
 Per Issue

£720
 Per Issue

£1,287
 Per Issue

£1,184
 Per Issue

£1,386
 Per Issue

4 series + rate
15% discount

£119
 Per Issue

£221
 Per Issue

£379
 Per Issue

£680
 Per Issue

£1,216
 Per Issue

£1,118
 Per Issue

£1,309
 Per Issue

Place your advert now! Call Catherine on 07719 050762 or email catherine.dillon@primarytimes.co.uk

Terms & Conditions: New advertisers: Payment in advance for the first advert placed. Repeat advertisers: Payment to be made within 14 days of publication. Cancellations: must be made not less than four weeks prior to the advised copy deadline date. Failure to comply will result in a charge being made for the full cost of the advertisement space booked. *Prices are per issue, and exclude VAT.