

# National primary times

Of the UK's 8,000 magazines Primary Times circulation is ranked No.15!  
Research from NOP confirms Primary Times is the UK's most read listings  
and information publication for parents.

## • What is Primary Times?

- Primary Times is a **FREE** glossy magazine targeting parents of 4 - 11 year old children
- Published **7 TIMES A YEAR** – just before each school holiday and in September at the start of the new school year (Some regions may publish less than 7 times a year)
- A unique publication distributed through primary, infant, junior and middle schools across 61 regions of the UK & Ireland

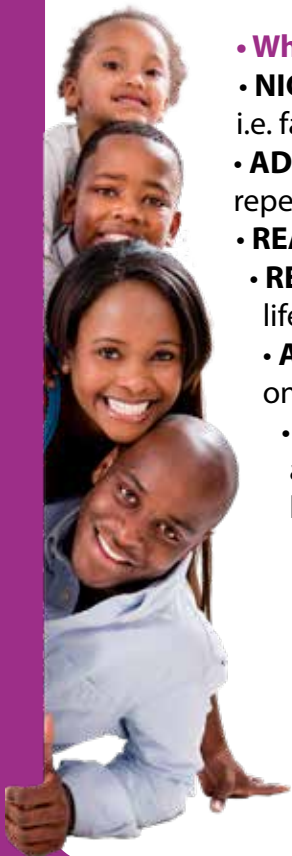
## • What's in Primary Times?

- **INFORMATION** specifically for families
- The most comprehensive local **WHAT'S ON & WHERE TO GO GUIDE** for families in each region
- **NEWS** from local communities and schools
- **FEATURES** and **COMPETITIONS** for parents and children

Over **2.2 million** copies of Primary Times magazines are distributed through primary schools in **61 regions** of the UK and Ireland. National recognition - local response!

## • Why advertise?

- **NICHE MARKETING** – Primary Times is highly targeted at a very specific market, i.e. families with children. No wastage!
- **ADVERTISER SATISFACTION** – over 70% of Primary Times advertisers use us repeatedly – because it works!
- **READER CONFIDENCE** – Tried, tested and trusted for over 35 years
- **RETENTION** – comprehensive event listings and reader offers ensure a 'coffee-table life' of at least 6 weeks
- **ADDED VALUE** – the chance of competitions, advertorials, coverage and support on [www.primarytimes.co.uk](http://www.primarytimes.co.uk), social media and apps
- **BRAND AWARENESS** – Over 2.2 million copies of Primary Times magazines are distributed in 61 regions of the UK and Ireland. National recognition – local response!



Avon	55,565
Bedfordshire & Luton	30,223
Berkshire	57,300
Birmingham & Black Country	55,055
Buckinghamshire & Milton Keynes	38,713
Cambridgeshire & South Kesteven	36,016
Cardiff	41,991
Cheshire & The Wirral	42,500
Cornwall	37,666
Cumbria	31,000
Derbyshire & Staffordshire	40,081
Devon (Devon County & Torbay)	51,126
Devon (Plymouth)	22,848
Dorset	44,666
Edinburgh	39,109
Essex	58,830
Fife, Tayside & Central Scotland	45,438
Glasgow & West of Scotland	53,350
Gloucestershire	36,087
Greater Manchester	36,400
Hampshire	53,793
Hereford & Worcester	28,709
Hertfordshire	56,636
Ireland (Dublin)	45,000
Kent	62,195
Lancashire	30,956
Leicestershire & Rutland	52,248
Lincolnshire	51,467
London, East	51,510
London, North	43,989
London, South East	50,327
London, South West	38,070
London, South	41,777
London, West	55,057
Merseyside	40,400
Newcastle, Northumberland	73,440
Newport & Monmouthshire	30,000
Norfolk	58,810
Northamptonshire	38,850
Nottinghamshire	57,826
Oxfordshire	34,579
Somerset	30,040
Sunderland & Durham	43,350
Surrey	29,544
Sussex (East)	36,115
Sussex (West)	39,372
Tees Valley	70,197
Wiltshire	32,640
Yorkshire, North	42,141
Yorkshire, East	49,025
Yorkshire, South	30,000
Yorkshire, West	33,000

**Total** 2,285,027

# National primary times



“

*This is the first time in a long time that we've advertised in Primary Times and it seems to have paid off as sales were up considerably on previous years.”*

”





## primarytimes.co.uk

www.primarytimes.co.uk features regional and national content including:

- What's on Listings
- News
- Competitions
- Local information for families

**Leaderboard:**  
2,000,000 impressions per month

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
- Leaderboard
- Page Takeover
- and much more...
- All available on request

**MPU:**  
1,000,000 impressions per month



# National primary times

2025

## Share in the success!

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

- National Trust
- BBC
- Graze
- Comic Relief
- Hello Fresh
- NHS
- PGL Holidays
- Ikea
- NatWest
- Toucan Box
- English Heritage
- Explore Learning
- Go Henry
- Beano
- ... and many more!

## Prices

Prices available on request



To find out more or to place  
your advert now call Victoria  
on 07736 945720 or email  
[victoria.jelleyman@primarytimes.co.uk](mailto:victoria.jelleyman@primarytimes.co.uk)

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