

West London 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 West London.
- Reader offers and news from local communities and schools.



Total Average Qualified
Circulation: 63,000
BPA March Statement 2019

[click for more ▶](#)

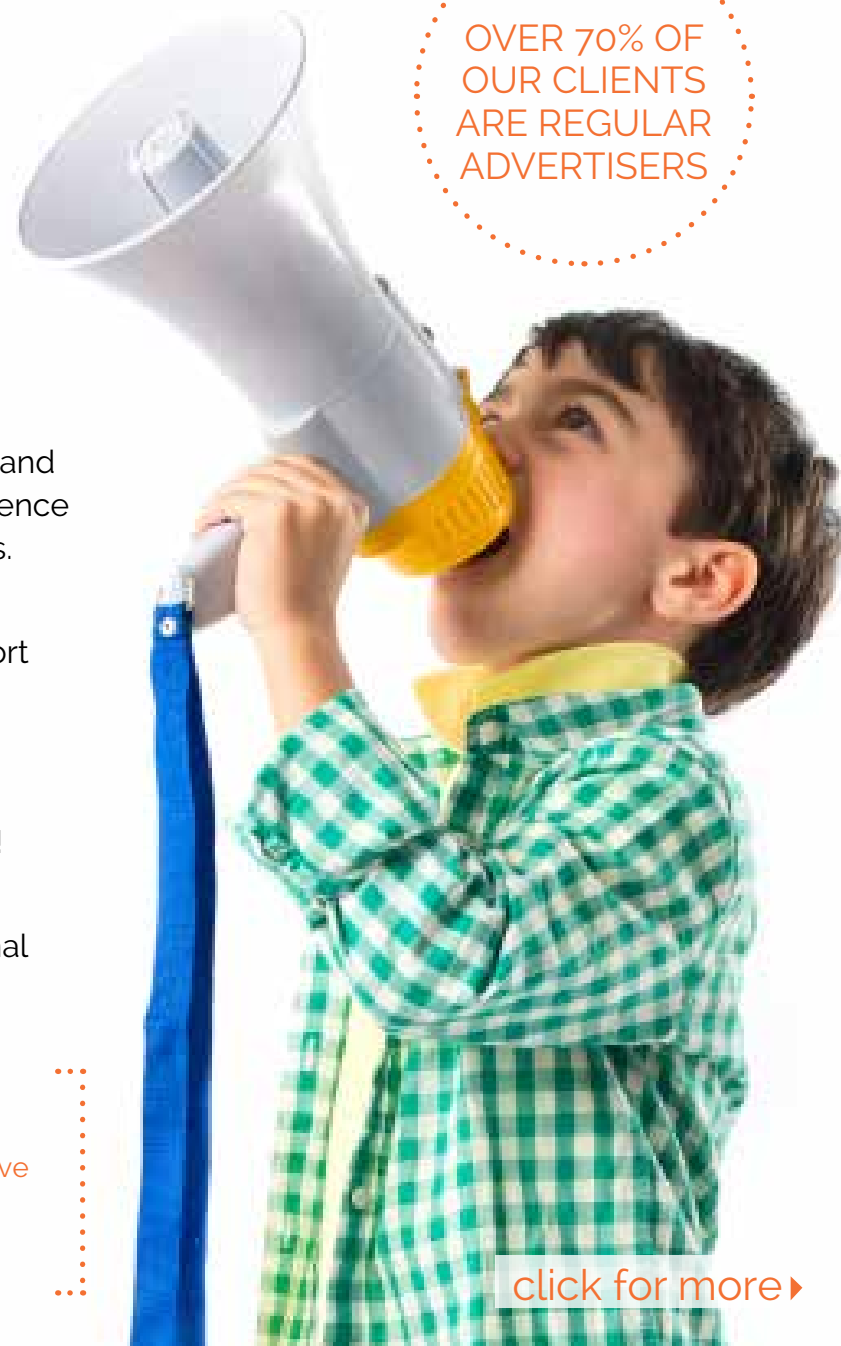
West London primary times

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 - 55,707 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.

"A parent of one of our pupils had recommended we use Primary Times magazine. We have had a campaign running in various regions and every issue ever since and have enjoyed the professionalism, honesty and response to our adverts and would highly recommend the publication to other businesses." Examberry



[click for more ▶](#)

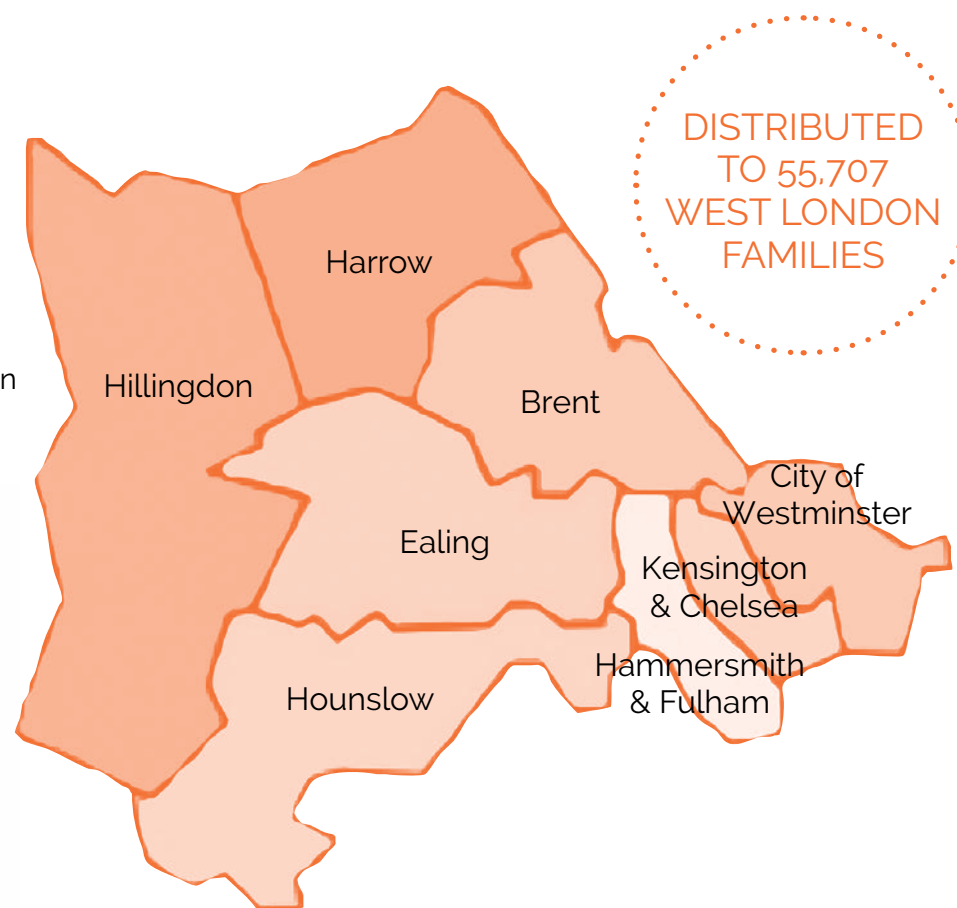
West London primary times

"Thank you all for a fantastic magazine that we have been using as our school holidays 'bible' for years. We've visited so many places featured in your magazine from Broadditch Farm and local country parks to the various National Trust properties (in fact we are now members!) and I know many other Mums who read it from cover to cover also." The Robertson Family

Primary Times Distribution

Primary Times in West London is distributed to primary schools, libraries and other outlets in:

- Acton
- Brentford
- Edgware
- Feltham
- Feltham/Bedfont
- Feltham/Hamworth
- Greenford/Perivale
- Hayes/Harlington
- Heston
- Hillingdon/Ickendon
- Hounslow
- Isleworth
- Knightsbridge
- Northolt
- Northwood
- Pinner
- Ruislip
- Southall
- Stanmore
- Uxbridge
- Uxbr/Hillingdon
- Wembley
- White City



[click for more ▶](#)

West London primary times

www.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



"I would like to thank you for your very supportive and professional help in dealing with our TACT advertisement for foster carers in Primary Times. We have had a number of responses to the advert which we are following up, some are looking very positive indeed." Angie, TACT Foster Care



[click for more ▶](#)

West London primary times

Share in the success!

Primary Times in West London advertisers include...

- Artsed Saturday School
- Bank of England Museum
- BBC Worldwide
- BBC Proms
- Brent Council
- Chiltern Railways
- English National Ballet
- Hammersmith Apollo
- Hammersmith & Fulham Council
- HSBC
- John Lewis
- Kip McGrath
- Kumon
- Lyric Theatre
- The National Gallery
- The National Trust
- Odds Farm Park
- Royal Parks
- The Science Museum
- Somerset House
- Stagecoach
- St John Ambulance
- Super Camps
- Transport for London
- Walt Disney Theatrical Productions
- ... and many more!

To find out more or to place your advert now call Julie on 07736 945749
or email julie.daruvalla@primarytimes.co.uk

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



2025 Dates & Rates

primary times

West London

Reaching
55,707
families in
West
London



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 Sep Publishes: 6 Oct

Christmas/New Year

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 W43mm x H66mm or W90mm x H30mm	£140
Eighth Page W90mm x H66mm or W43mm x H135mm	£260
Quarter Page W90mm x H135mm or W184mm x H66mm	£445
Half Page W184mm x H135mm or W90mm x H273mm	£800
Full Page For a full bleed advert: W216mm x H303mm OR W184mm x H273mm (will sit within a white border)	£1430
Back Cover See full page for specification.	£1540
Front Cover Front cover	from £1315
Inserts (per thousand)	£35

Great series discounts!*

3 issues 15%	£119 Per issue	7 issues 25%	£105 Per issue
	£221 Per issue		£195 Per issue
	£378.25 Per issue		£333.75 Per issue
	£680 Per issue		£600 Per issue
	£1215.50 Per issue		£1072.50 Per issue
	£1309 Per issue		£1155 Per issue
	£1117.75 Per issue		

Place your advert now! Call Marie on 07736 945698 or email marie.mcarthur@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.