

Birmingham & Warwickshire 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 the Birmingham & Warwickshire.
- Reader offers and news from local communities and schools.

Birmingham & Warwickshire 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** - 56,010 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.



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Primary Times Distribution

Primary Times in the Birmingham & Warwickshire is distributed to primary schools, libraries and other outlets in the areas marked.



**DISTRIBUTED
TO 56,010
LOCAL
FAMILIES**



Birmingham & Warwickshire 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
- Sponsorship and much more



[click for more ▶](#)

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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 in the Birmingham & Warwickshire advertisers include:

- Birmingham Museums
- Coventry Culture
- The Midlands Arts Centre
- Leamington BID
- The NEC
- The Belgrade Theatre
- Discover Dudley
- Warwick School
- The Belfry
- Shakespeare Birthplace Trust
- New Square Shopping Centre
- Hatton Country World
- ... and many more!

To find out more or to place your advert now call

07719 050758 or email gareth.macfarlane@primarytimes.co.uk

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



Birmingham, Warwickshire, Coventry,
Wolverhampton, Stratford upon Avon and
Leamington Spa

primary times

56,010
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: 11 Mar Publishes: 31 Mar

May Half Term

Copy by: 22 Apr Publishes: 12 May

Summer

Copy by: 17 June Publishes: 7 July

Back to School

Copy by: 12 Aug Publishes: 1 Sept

October Half Term

Copy by: 23 Sept Publishes: 13 Oct

Winter

Copy by: 4 Nov Publishes: 24 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

£150
W43mm x H66mm or W90mm x 30mm

Eighth Page

£299
W90mm x H66mm or W43mm x H135mm

Quarter Page

£511
W90mm x H135mm or W184mm x H66mm

Half Page

£920
W184mm x H135mm or W90mm x H273mm

Full Page

£1,644
For a full bleed advert: W216mm x H303mm.
For an advert with a white border all the way
round: W184mm x H273mm

Front Cover

£1,512
W194mm x H275mm

OB Cover

£1,771
For a full bleed advert: W216mm x H303mm

Inserts

£35.00 per thousand
Minimum 10,000

3 series rate 10% discount

£135

Per Issue

£270

Per Issue

£460

Per Issue

£828

Per Issue

£1,480

Per Issue

£1,361

Per Issue

£1,594

Per Issue

4 series + rate 15% discount

£128

Per Issue

£255

Per Issue

£435

Per Issue

£782

Per Issue

£1,398

Per Issue

£1,286

Per Issue

£1,506

Per Issue

Place your advert now! Call Gareth on 07719 050758 or email gareth.macfarlane@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.