



primary times[®]

**The essential FREE magazine
for parents, teachers &
children in Cumbria**

Reaching 30,000 Cumbrian families seven times a year

What is Primary Times?

- Primary Times in Cumbria is a FREE distribution magazine with 30,000 copies targeting the PARENTS and TEACHERS of primary school children (aged 4 to 11).
- Published 7 times a year, prior to each school holiday plus a back to school edition.
- Distributed to each child primarily through primary schools across Cumbria and taken home to parents or carers with the support of the school.
- Primary Times in Cumbria is part of a national network distributing over 2.7 million copies in 61 regions across the UK and Ireland.

What's in Primary Times?

- The most comprehensive countywide 'What's on, what to do and where to go' guide for families.
- Extensive listings for events, theatres, days out and family activities. Listings are also posted onto our national website www.primarytimes.co.uk under the Cumbria region.
- Listings on our website can link directly to your own website.
- News on important local and national education and parenting topics.
- Regular features including, competitions and party guide.

Why advertise in Primary Times?

- Proven track record – over 70% of advertisers use us repeatedly.
- Targeted readership, no wastage – delivered to parents of primary school children in their book bags.
- Easy access to the whole Primary Times network of over 2.7 million copies nationally.
- Coffee table life 6 to 8 weeks per edition.
- Independently BPA audited distribution; we are now locally, regionally and nationally the biggest family focussed magazine delivering to more families across the UK than any other publication.

For more information call Alli on 07856 902854

Print advertising - rates and sizes

SIZE	NET RATE	DIMENSIONS (V)	DIMENSIONS (H)
Eighth page	£175	135mm x 43mm	66mm x 90mm
Quarter page	£350	135mm x 90mm	66mm x 184mm
Half page	£575	273mm x 90mm	135mm x 184mm
Full page	£1000	273mm x 184mm (Trim)	OR 303mm x 216mm (incl 3 mm bleed)

What else do we offer?

- Front cover sponsorship
- Series booking saving
- Loose or stitched inserts
- Competitions & editorial content
- Digital advertising
- E-Newsletter sponsorship

Get in touch for a bespoke quote

2026 Publication dates

Feb Half Term	2nd February
Easter	16th March
May Half Term	11th May
Summer	6th Jul
Back to School	7th Sep
Oct Half Term	12th Oct
Winter	23rd Nov

What our customers say...



'Clare and Ali are incredibly friendly and approachable and have worked with me to help get the most from my marketing budget and goals. Their easily to follow guides and reminders have been a huge help through my busy schedule as a working mum and they enable me to put forward new ideas and suggestions with enthusiasm. The circulation of the magazine has helped to generate brand awareness in my area and enrolments into my school, the final copy is always a welcome read and I am delighted when our own students come and show me the magazine in class and other fun content'

Charlotte Young : Principal – Razzamataz West Cumbria

"We've already had people signing up after seeing the plug you gave us in the last magazine . I've always really valued going in PT. At my last job we could see tickets sales clocking up for some shows coinciding with the latest edition landing in parents' laps. "

**Paul Duncan: Marketing and Communications Officer at
CancerCare North Lancashire and South Cumbria**



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