

# primary times

Fife, Tayside & Central Scotland

The definitive what's on and where to go family guide of activities and events for children of primary school age.

## 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 4 times a year prior to school holidays, Primary Times is distributed to families via their child's school bag.
- Primary Times in Fife, Tayside & Central Scotland distributes over 45,000 copies per issue and is part of national networking distributing more than 2.2 million copies in 59 regions across the UK and Ireland.

**BPA Audited.**

## What's in Primary Times?

- The most comprehensive whats on guide for families in the region.
- Local and national information for parents and teachers in Fife, Tayside & Central Scotland including learning and party resources.
- Reader offers and news from local communities and schools.

**Over 35  
years in  
print!**



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**OVER 70%**  
of our clients  
are regular  
advertisers

**An easy, efficient and cost effective way to directly reach local families.**

## Why advertise in Primary Times?

- **NICHE MARKETING** – Primary Times is targeted at a very specific market ie families with children. No wastage.
- **EFFECTIVE DISTRIBUTION** - over 45,000 copies to families through primary schools 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 from primarytimes.co.uk and social media
- **ADVERTISER SATISFACTION** - over 70% of our advertisers use us repeatedly - because it works!
- **COST EFFECTIVE** - per 1000 pricing structure offers exceptional value.

## Who advertises with us?

- British Golf Museum • St. Andrews Botanic Gardens • Dundee Science Centre
- Kip McGrath • Culture Perth & Kinross • Perth Theatre & Concert Hall • Falkirk Youth Theatre • Deep Sea World • Dundee Children & Families Information Service • Fife Cultural Trust • Blair Drummond Safari Park • Active Kids... and many more!



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## Primary Times Distribution

Primary Times is distributed to primary schools, libraries and other outlets in Fife, Tayside and Central Scotland.



REACHING  
over **45,000**  
local families



"As a tuition business based in Stirling we have found it very helpful to advertise regularly in Primary Times. It is important to our business to maintain visibility and, because Primary Times is circulated through children's school bags, we know many parents and children read the magazine and see our adverts."

Kip McGrath Education Centre, Stirling



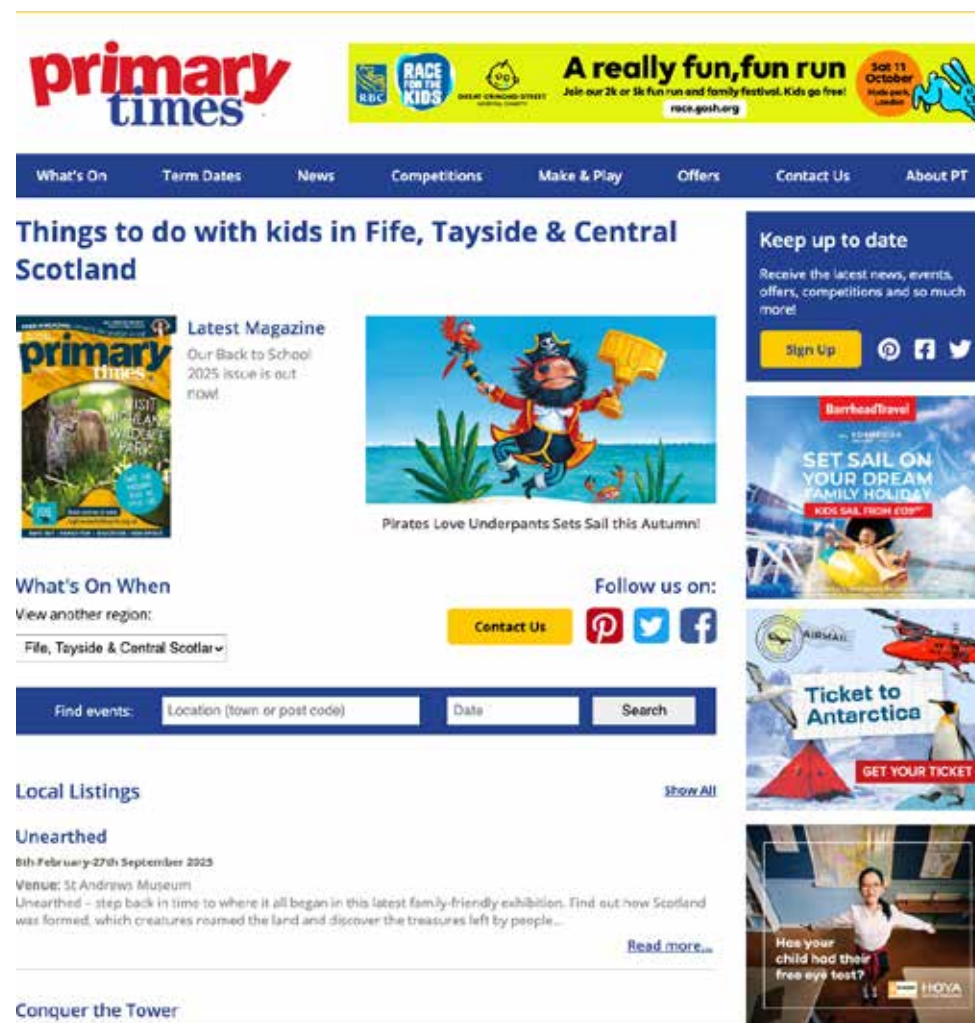
[primarytimes.co.uk](http://primarytimes.co.uk)

[www.primarytimes.co.uk](http://www.primarytimes.co.uk) features regional and national content including:

- What's on Listings • News • Competitions
- Local information for parents and teachers, including learning resources and party guide

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



To find out more or to place your advert now  
call Linsey on **07736 945736** or email [linsey.brown@primarytimes.co.uk](mailto:linsey.brown@primarytimes.co.uk)

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