

Glasgow and West of Scotland primary times

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 6 times a year prior to school holidays, Primary Times is distributed to families via their child's school bag.
- Primary Times in Glasgow and West of Scotland distributes over 53,000 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 Glasgow and West of 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 53,000 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?

- Alliance Francaise de Glasgow • Celtic Football Club • Barrhead Travel • East Renfrewshire Leisure & Culture • Glasgow Science Centre • IKEA • Kings Theatre • Kumon • National Trust • New Lanark World Heritage • NHS 24 • North Lanarkshire Culture & Leisure • SECC & SSE Hydro • South Lanarkshire Leisure... and many more!



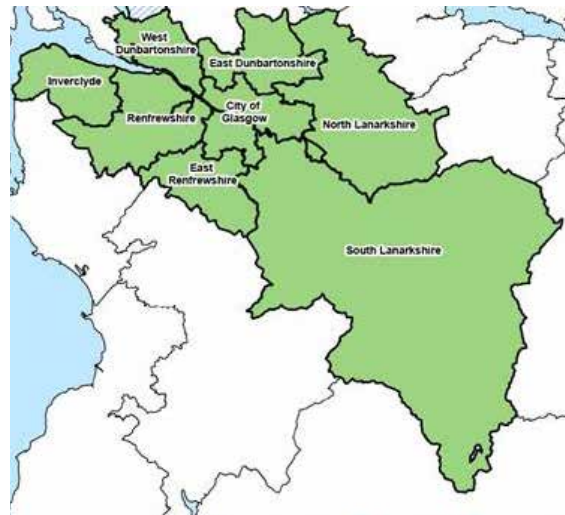
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REACHING
over **53,000**
local families

Primary Times Distribution

Primary Times in Glasgow and West of Scotland is distributed to primary schools, libraries and other outlets in:

- Glasgow City
- North Lanarkshire
- South Lanarkshire
- East Dunbartonshire
- West Dunbartonshire
- Renfrewshire
- Inverclyde
- East Renfrewshire
- Ayrshire



"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." **Jennie Baillie, Dunedin Consort**





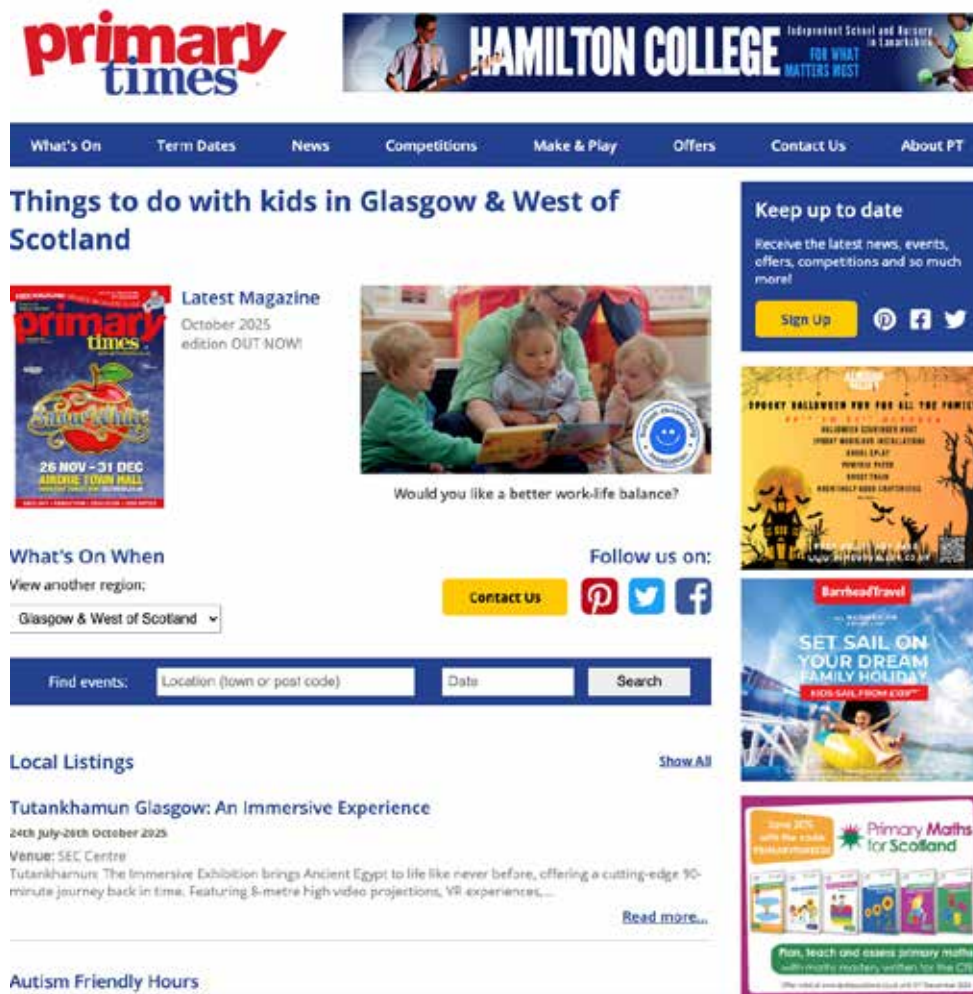
primarytimes.co.uk

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

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