

The Best Family Guide to What's on

291,200 copies

delivered to families across London

7 times a year



We've got the family market covered!

What is Primary Times?

Primary Times is the only **FREE** full colour 'What's On and Where to Go' magazine written for children (ages 4-11), their parents and teachers.

Published 7 times a year to coincide with the start of the school holidays, with a special 'Back to School' edition in September.

Primary Times is delivered direct to Primary Schools for insertion into the child's book bag, with the support of the school.

Fast becoming the largest free circulation magazine in the UK and Ireland, with a circulation of over 2,700,000 produced per issue via 61 local editions.

There are six editions that cover London:

East London

(covering the boroughs of Havering, Barking & Dagenham, Redbridge, Newham, Waltham Forest and Tower Hamlets)

South East London

(covering the boroughs of Bexley, Bromley and Greenwich),

South London (covering the boroughs of Croydon, Lambeth, Southwark and Lewisham)

South West London (covering the boroughs of Richmond upon Thames, Kingston upon Thames, Merton, Wandsworth and Sutton)

West London (covering the boroughs of Hillingdon, Harrow, Brent, Ealing, Hounslow, Hammersmith & Fulham, Kensington & Chelsea and City of Westminster), and

North London (covering the boroughs of Barnet, Enfield, Haringey, Camden, Islington and Hackney), with a total of **305,500 copies**, helping parents plan school holidays, weekends and 'after school' activities for the whole family.



What's in Primary Times?

The most comprehensive 'What's On' guide for primary age children, their parents and teachers featuring:

- Local Attractions and Days Out
- News
- Listings of local events and family entertainment
- Theatre
- Local information, services and advice
- Regular education and performing arts features
- Classified

Why advertise in it?

Primary Times offers a highly effective advertising medium to reach parents with young families not only on a local level, but also across the UK and Ireland via a respected network of publications with over 20 years of experience distributing to Primary Schools.

A coffee table life of 6 to 8 weeks with many features being kept for future reference

Primary Times has a proven track record
- over 70% of advertisers use us repeatedly
- because it works.

Take a look at what our customers have to say:

"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're now members!) and I know many other Mums that read it from cover to cover also."
The Robinson Family

Call 020 8318 0400, 01491 411848 or visit www.primarytimes.net

BRAND AWARENESS

Over 2.7million copies of Primary Times magazines are distributed via 59 local regions across the UK and Ireland.

National recognition but with local response making Primary Times the ideal niche marketing medium to reach families, a targeted market and no wastage!

Get increased response for decreased cost!

Advertisers book on series not only because it works, but because it's cheaper too! Book a series and get up to 20% discount.

Rate per single issue/per region

Box £70

W: 43mm x H:30mm

Sixteenth page £140

(Horizontal) W: 90mm x H:30mm OR

(Vertical) W: 43mm x H:66mm

Eighth page £260

(Horizontal) W: 90mm x H:66mm OR

(Vertical) W: 43mm x H:135mm

Quarter page £445

(Horizontal) W: 190mm x H:66mm OR

(Vertical) W: 90mm x H:135mm

Half page £800

(Horizontal) W: 190mm x H:135mm OR

(Vertical) W: 90mm x H:277mm

Full page £1,430

(Trim Area) W:210mm x H:297mm

(Including Bleed) W: 220mm x H:307mm

(Type Area) W: 190mm x H:277mm

Double Page Spread £2,750

(with 5mm bleed) W:430mm x H: 307mm

Outside Back Cover £1,540

(See Full Page dimensions above)

Front Cover Package

Silver: Cover and quarter page advert £1,315

Gold: Cover and half page advert £1,670

Agency Discount 10%

Circulation & Distribution

Primary Times East London 54,000

Primary Times North London 52,500

Primary Times West London 62,000

Primary Times South West London 38,500

Primary Times South London 46,000

Primary Times South East London 52,500

Distributed to schools, libraries and Tourist Information Centres across London.

Multi-region Opportunity

Discounts available for booking multiple regions; please ask for a quote.


Inserts

Rates for loose or stitched-in inserts into Primary Times magazine are dependent on quantity, weight and insert size. Please ask for a quote.

Social Media & Website

Full supporting advertising packages available including editorial, website and social media coverage.

www.primarytimes.net and Twitter

 @PT_LondonSandE

2017 Publication Dates

Issue	Publishes	Copy Deadline
February Half Term	30 Jan	13 Jan
Spring/Easter	20 Mar	3 Mar
May Half Term	15 May	28 Apr
Bumper Summer	3 Jul	16 Jun
Back to School	4/6 Sep	18 Aug
October Half Term	9 Oct	22 Sep
Christmas Issue	20/27 Nov	3 Nov

To advertise in Primary Times

call **020 8318 0400** or

01491 411848

or email office@primarytimes.biz

ptnl@schoolspublishing.co.uk

ptwl@schoolspublishing.co.uk

Terms & Conditions:

- Payment in advance for first time advertisers.
- Settlement strictly 10 days from publication.
- Cancellation must be in writing one calendar month prior to copy deadline.
- Debit & Credit Card payment facilities available.
- All prices quoted are per issue per region and are excluding VAT.