

# primary times



Deliver your message directly to families and teachers of 4 -11 year old children with 50,000 copies distributed to 176 Edinburgh & The Lothians primary schools - 7 times a year.

Contact Nicola Elliott on 0131 215 1110 or email [nicola@razzpublications.co.uk](mailto:nicola@razzpublications.co.uk)

# Why advertise in Primary Times Edinburgh & The Lothians

## Targeted Marketing

Your message delivered to a specific market - parents of 4 -11 year olds - 7 times a year just at the right time - prior to the school holidays and on returning to school in September.

## Effective Distribution

Requested by the headteachers. 50,000 copies reach 176 Edinburgh schools - That's 20% more than any other niche publication in Edinburgh.

## Reader Confidence

Businesses in Edinburgh & The Lothians relied on Primary Times to deliver their local marketing messages to families and teachers for over 13 years.

## Retention Value

Comprehensive event listings and reader offers ensure a 'coffee-table life' of at least 6 weeks

## Added Value

Parents go to [www.primarytimes.net/edinburgh](http://www.primarytimes.net/edinburgh) to see what's on and where to go. Plus with added extras like competitions, reviews, recipes and the option of viewing a digital version of the magazine.

## Social Media

Is social media an integral to your business we can help you extend your business reach across Facebook and Twitter.

## Advertiser Satisfaction

Over 70% percent of Primary Times advertisers repeat their advertisement.

## Market Leader

2.7 million copies of Primary Times are distributed throughout the UK and Ireland. National recognition - local response! Established in 1989 - we are now in our 27th year of publishing.

## What our advertisers say:



Primary Times has been Raviv Scotland's most lucrative method of advertising. It's helped spread the word about our business that is now thriving, thanks to the target market Primary Times Edinburgh accesses.

**Karen Wexelstein, Founder Raviv Scotland**



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# Added benefits of Primary Times Edinburgh & The Lothians

## Promote your business in Edinburgh, up to seven times a year

February	30th January 2017
Easter	20th March 2017
Spring	27th April 2017
Bumper Summer	12th June 2017
Back to School	17th August 2017
October Mid Term	27th September 2017
Christmas	13th November 2017

## When advertising within Primary Times, enhance your business profile by adding digital

Options include leaderboard or mid page unit (MPU) advertisements on [www.primarytimes.net/edinburgh](http://www.primarytimes.net/edinburgh) or the national homepage. Advertorials or monthly / bespoke e-newsletters.



## Social media packages

Broaden your business reach and interaction with parents, grandparents, carers and teachers via Facebook and Twitter? We have packages to suit your needs.

## Magazine inserts

Increase your response rate still further by inserting your leaflets into Primary Times Edinburgh magazine.

## Additional Primary Times regions

Spread your message across neighbouring counties of the UK by accessing anyone of the 59 successful Primary Times regions.

# Advertising rates for Primary Times Edinburgh

Magazine Ads	Price
Classified Box	POA
Sixteenth Page	POA
Sixteenth Page (+)	POA
Eighth Page	POA
Eighth Page (+)	POA
Quarter Page	POA
Half Page	POA
Full Page	POA
IFC IBC OBC	POA

Front Cover Packages	Rates
Cover + Eighth Page	POA
Cover + Quarter Page	POA
Cover + Half Page	POA

Digital Advertising	Rates
Regional Mid Page Unit	£200 per month
Regional Leaderboard	£250 per month
National Mid Page Unit	£300 per month
National Leaderboard	£400 per month



## Increase your customers response with series advertising

For advert sizes and technical information please visit <http://bit.ly/1RhrrgS>  
Contact us to talk about building a package to suit your business needs and budget.  
Payment options available, please ask for details.



## About us...

Tried, Tested and Trusted... Razz Publications Ltd operates Primary Times in Edinburgh & the Lothians and specialises in finding local information for families and teachers. Our expertise, knowledge and dedicated team can help you make the most of a niche publication.

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