

Glasgow & West of Scotland

primary times



60,000 copies
distributed to
families through
**Glasgow & West
of Scotland's**
primary schools

Phone 01355 226219/579399

linda@myprimarytimes.co.uk

Of the UK's 8,000 magazines Primary Times circulation is ranked No.15! Research from NOP confirms Primary Times is the UK's most read listings and information publication for parents.

What's in Primary Times?

- ✳ Local and national INFORMATION specifically for Glasgow & West of Scotland families
- ✳ The most comprehensive WHAT'S ON Guide for parents of children (4 - 11 years) in the area
- ✳ NEWS from local communities and schools
- ✳ Special FEATURES for parents and children
- ✳ PUZZLES & COMPETITIONS for our junior readers

Why advertise in it?

- ✳ **EFFECTIVE DISTRIBUTION** - 60,000 copies to families through over 207 primary schools
- ✳ **GOOD TIMING** - families receive fresh information just when they need it
- ✳ **READER CONFIDENCE** - Tried, tested and trusted since 2003 - relevant, reliable and read from cover to cover
- ✳ **RETENTION VALUE** - the listings and reader offers ensure reference and retention for at least 6 weeks
- ✳ **NICHE MARKETING** - Primary Times is highly targeted at a very specific market, i.e. Scottish families with children. No wastage!
- ✳ **ADVERTISER SATISFACTION** - over 70% of our advertisers use us repeatedly - because it works!
- ✳ **ADDED VALUE** - competitions, advertorials, coverage and support from www.primarytimes.net
- ✳ **BRAND AWARENESS** - Over 2.5 million copies of Primary Times magazines are distributed through primary schools in 59 regions of the UK and Ireland. National recognition - local response!

Six Editions Per Year

- February Mid Term** Early Feb to Late March
- Easter** Late March - Mid June
- Summer Holiday** Mid June - Late August
- Back To School** Late August - Early October
- October Mid Term** Early October - End November
- Christmas / New Year** End November - Early Feb

Features in 2010 include:

- Party Planning, Martial Arts,
- Staycations vs Vacations - holidaying nearer to home
- Find out about Ball Games,
- 20 things to do in the Summer holidays
- Plus all our regular listings



The Essential **FREE** Magazine for Parents,
Teachers & Children in **Glasgow & West of Scotland**

Primary Times in Glasgow & West of Scotland Reaches Over **60,000** Local Families



Advertising Sizes & Prices

Back Cover 272mm x 190mm (Type) 303mm x 216 (To Bleed)	£1395
Full Page 272mm x 190mm (Type) 303mm x 216 (To Bleed)	£1320
Half Page 135mm x 190mm (Horizontal) 272mm x 90mm (Vertical)	£695
Quarter Page 66mm x 190mm (Horizontal) 135mm x 90mm (Vertical)	£425
Eighth Page 66mm x 90mm (Horizontal) 135mm x 43mm (Vertical)	£215
Sixteenth Page 30mm x 90mm (Horizontal) 66mm x 43mm (Vertical)	£110
Classified Box 30mm x 43mm	£55

Front Cover Packages

Bronze - Cover image with 1/8th page advert £795

Silver - Cover image with 1/4 page advert £950

Gold - Cover image with 1/2 page advert £1100

Inserts

Rates for loose or stitched-in inserts in Primary Times are dependent on number, weight and size. Rates are very competitive - please ask for a quote

Get increased response for decreased cost

Advertisers book on series not only because it works, but because it's cheaper too! Book for more than one edition and get up to 25% discount.

Deadlines

Are supplied on confirmation of booking.

Terms & Conditions

- ① Settlement STRICTLY 10 days from publication
- ② Cancellation 18 days prior to publication.
- ③ Debit & Credit Card facilities available.
- ④ ALL PRICES quoted are per issue, EXCLUDING VAT

www.primarytimes.net

Speak to us about advertising deals available on our highly successful website - and the ability to link to your own site!



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