

# primary times

South West London

The essential **free** magazine for parents, teachers & children in **South West London**.

## We've got the family market covered!

The ideal advertising medium for advertisers large and small!

So whether you would like to take advantage of one of our full page glossy cover positions or a smaller box advert on page 5, we have high profile positions to fit most budgets.

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.

Primary Times is a **FREE** glossy magazine targeting parents of 4 - 11 year olds in South West London.

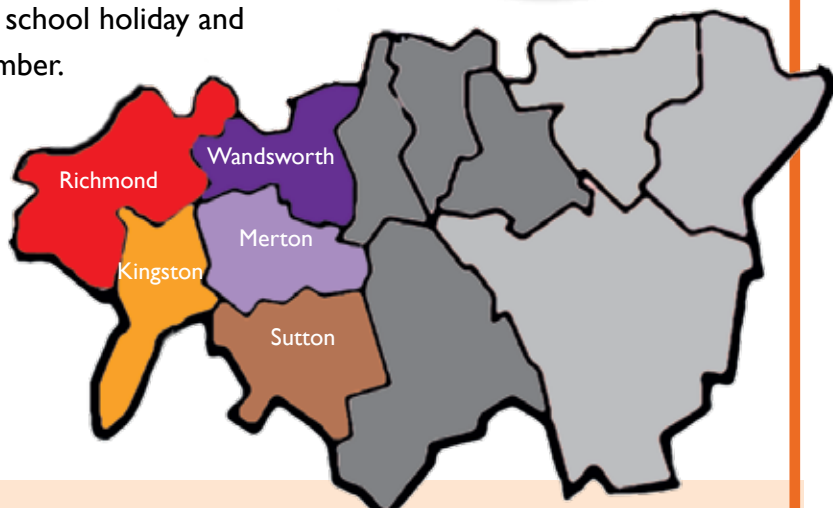
We publish the most comprehensive **WHAT'S ON & WHERE TO GO GUIDE** for families in the London Boroughs of **Kingston, Merton, Richmond Sutton and Wandsworth** and has a circulation of **38,900+** copies.

**Published 7 times a year** – just before each school holiday and with a special Back to School issue in early September.

A unique publication distributed to **38,900+ families** in South West London via primary schools, with the magazine being delivered home safely in the child's school book bag.



**70%** of Primary Times advertisers use us repeatedly - because it works!



“ 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

South West London

**BRAND AWARENESS**

Over 2.7million copies of Primary Times magazines are distributed via 60 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%**



**Multi-region Opportunity**

In addition to South West London, we also publish Primary Times in South London (43,250+ Copies), South East London (50,400 Copies), East London (50,900 Copies), Kent (81,000 Copies) & Sussex (85,800 Copies). 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

**2015 Publication Dates**

Issue	Publishes	Copy Deadline
February Half Term	2 Feb	16 Jan
Spring/Easter	16 Mar	27 Feb
May Half Term	11 May	24 Apr
Bumper Summer	6 Jul	19 Jun
Back to School	3 Sep	14 Aug
October Half Term	12 Oct	25 Sep
Christmas Issue	23 Nov	6 Nov

**Terms & Conditions:**

- Payment is due in advance unless agreed otherwise by the company.
- Cancellation must be in writing one calendar month prior to publication
- Debit & Credit Card payment facilities available
- ALL PRICES quoted are per issue/region and are EXCLUDING VAT.

**To advertise in Primary Times**

**call 020 318 0400**

**or email office@primarytimes.biz**

**Primary Times South West London  
7 Southbrook Mews, London SE12 8LG**