



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 7 times a year prior to each school holiday plus a 'Back to School' issue in September, Primary Times is distributed to families via their child's school bag.
- Part of a national network of 59 regional editions distributing 2.7 million copies to primary schools, Primary Times has been tried, tested and trusted since 1989.

What's in Primary Times?

- The most comprehensive what's on guide for parents of children (4-11 years) in the region.
- Local and national information specifically for parents in Hertfordshire.
- Reader offers and news from local communities and schools.



**NOP confirms
Primary Times
is the UK's most
read listings
and information
publication for
parents.**

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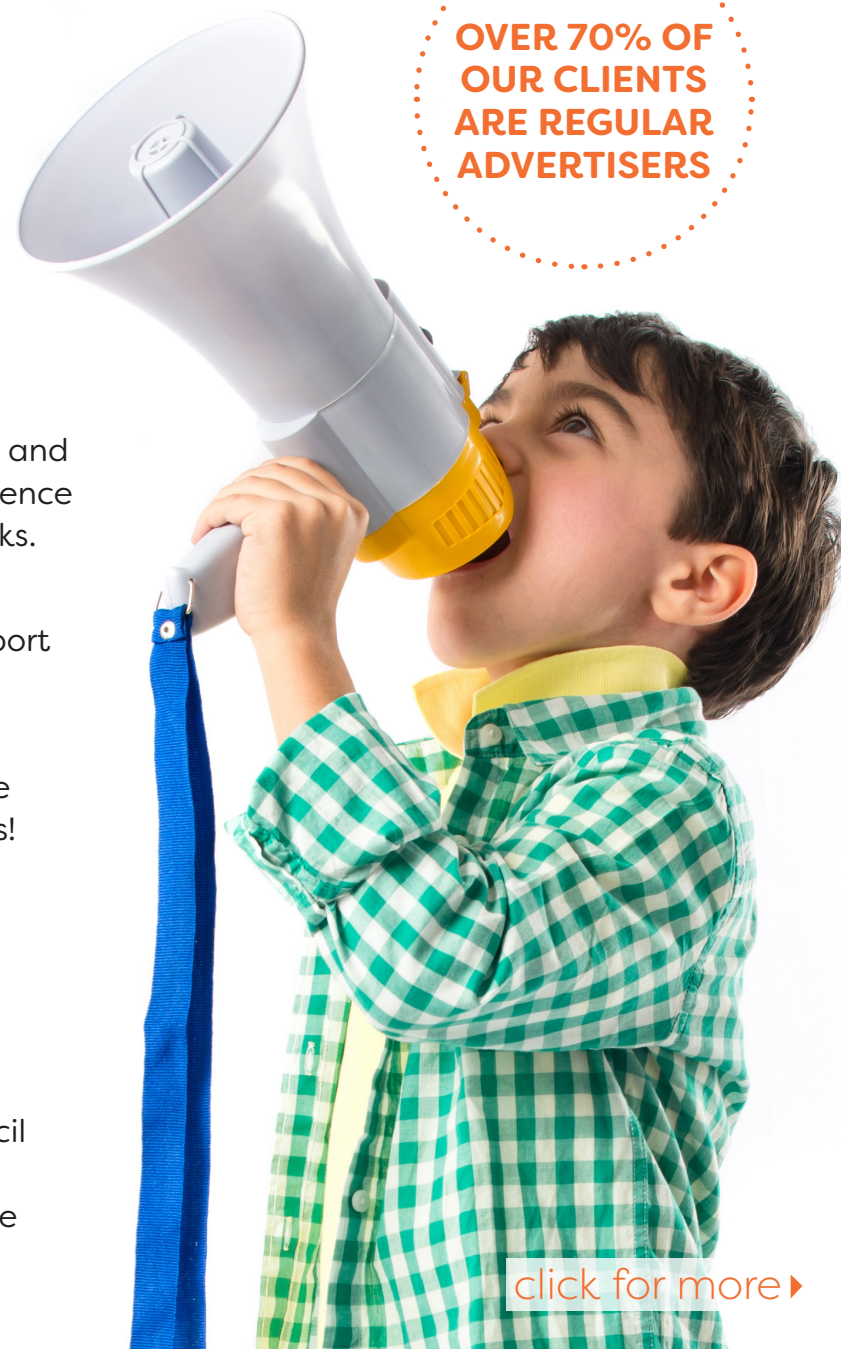
OVER 70% OF
OUR CLIENTS
ARE REGULAR
ADVERTISERS

Why advertise in Primary Times?

- **NICHE MARKETING** – Primary Times is highly targeted at a very specific market ie families with children. No wastage.
- **EFFECTIVE DISTRIBUTION** – 54,000 copies to families through primary schools. One copy is allocated per family 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 and support from www.primarytimes.net
- **ADVERTISER SATISFACTION** – over 70% of our advertisers use us repeatedly – because it works!
- **COST EFFECTIVE** – per 1000 our pricing structure offers exceptional value.

Who advertises with us?

- Stagecoach • Kumon • Willows Farm Village • Hertfordshire County Council
- Welwyn Hatfield Council • Costco • Stevenage Museum • Snow Centre
- Explore Learning • Kip McGrath • Wylllyotts Theatre • Alban Arena Theatre
- ... And many more!



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"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 and I know many other Mums who read it from cover to cover also."

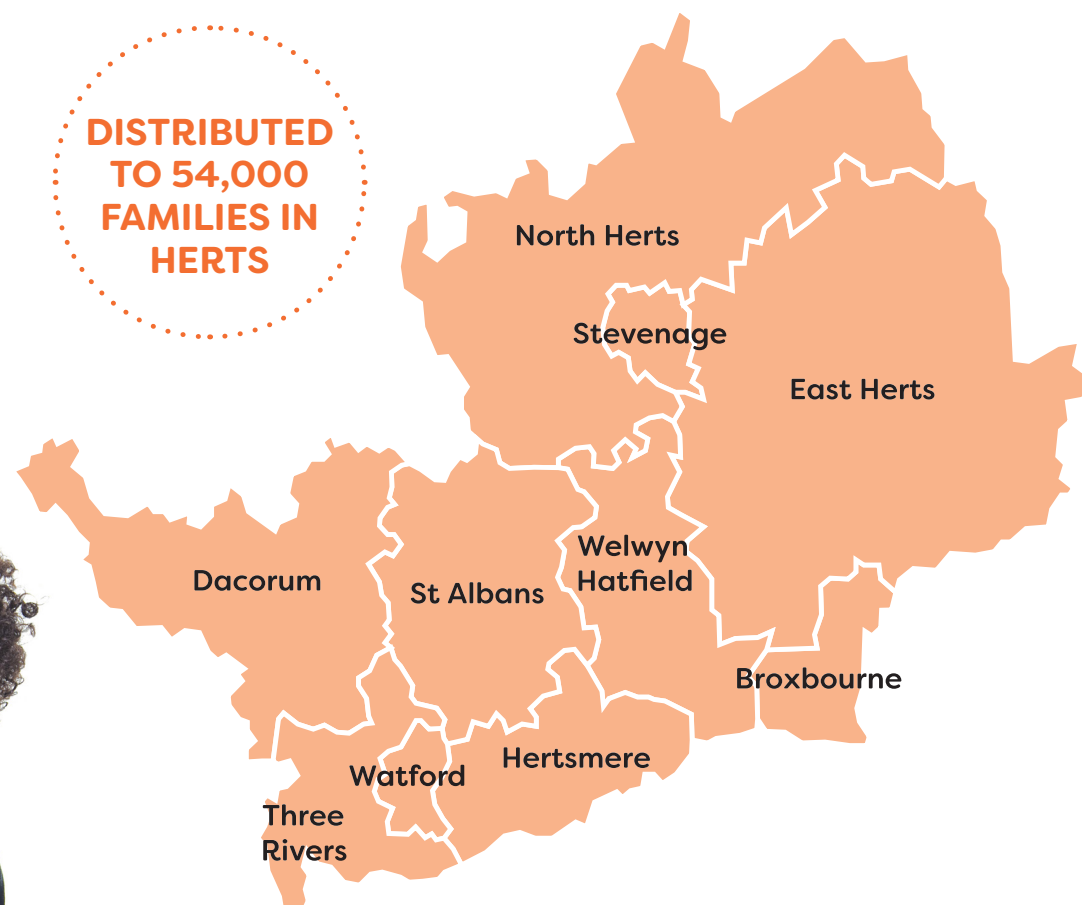
The Robertson Family

Primary Times Distribution

Primary Times in Hertfordshire is distributed to primary schools and libraries in:

- North Herts
- Stevenage
- East Herts
- Dacorum
- St Albans
- Welwyn Hatfield
- Watford
- Three Rivers
- Hertsmere
- Broxbourne

**DISTRIBUTED
TO 54,000
FAMILIES IN
HERTS**



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primarytimes.net

www.primarytimes.net features regional and national content including:

- What's on Listings • News • Competitions
- Local information for families

Please ask us about our full range of digital advertising opportunities which include:

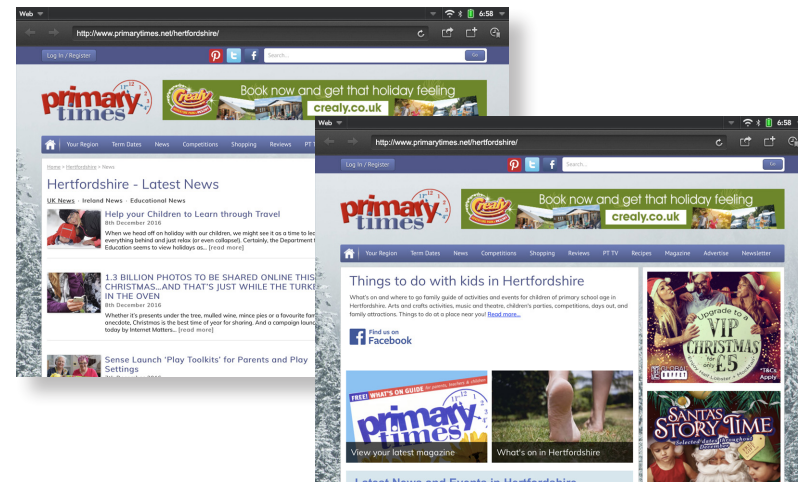
- Tailored E-shots
- Regional and National MPUs
- Banners or Buttons • Videos
- Sponsorship and much more



To find out more or place your advert call Julie on 01491 411848 or email PTHerts@schoolspublishing.co.uk

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PRIMARY TIMES IS ALSO AVAILABLE IN THE APP STORE



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