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 6 times a year prior to each school holiday, Primary Times is distributed directly 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 Cardiff and the Vale.
- 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.
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** - 51,000 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.

“National Museum Wales has been advertising in every issue of Primary Times for many years as we find it the most effective way to reach our family audience. Primary Times always comes high in our research into the most popular ways for families to find out about events and activities taking place at our Museums. The hundreds of copies available to pick up at the Museums disappear very quickly too, so we know that families love the magazine.” Kathryn Jenkins, Marketing Officer Amgueddfa Cymru National Museum Wales
“Mermaid Quay has advertised regularly with Primary Times for many years. The magazine provides an excellent platform to promote the wide range of family-friendly events that we hold at Mermaid Quay throughout the year.”
Linda Welch, Mermaid Quay Marketing Manager

Primary Times Distribution


Distribution areas in the Vale of Glamorgan: Barry, Colwinston, Cowbridge, Dinas Powys, Llancarfan, Llandough, Llanfair, Llangan, Llantwit Major, Nottage, Penarth, Pendoylan, Peterston Super Ely, Rhoose, St Athan, St Brides Major, St Nicholas, Sully, Wenvoe, Wick.
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

"Primary Times always provides St David’s Hall with great coverage, eye-catching adverts and fun competitions which we have found very effective for promotional purposes. Highly recommended.”

Judy Gould, Marketing Assistant, St David’s Hall, Cardiff
Share in the success!

Reaching more than 2 in 3 families who have children attending primary school, it is not surprising that Primary Times in Cardiff and the Vale advertisers include:

- BBC
- Cardiff Castle
- Cardiff Council Events
- IKEA
- Kellogg’s
- Leekes
- Mermaid Quay
- National Museum Wales
- National Trust
- NSPCC
- Red Dragon Centre
- RSPB
- St David’s Hall
- Virgin Media
- Wales Millennium Centre
- Welsh Government
- ... and many more!

To find out more or to place your advert now call Sam on 01275 331382 or email ptc Cardiffiff@schoolspublishing.co.uk