

primary times

in Staffordshire & Stoke-on-Trent



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 families in the region.
- Local and national information for parents and teachers in Staffordshire and Stoke-on-Trent including learning and party resources.
- 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.**

[click for more ▶](#)



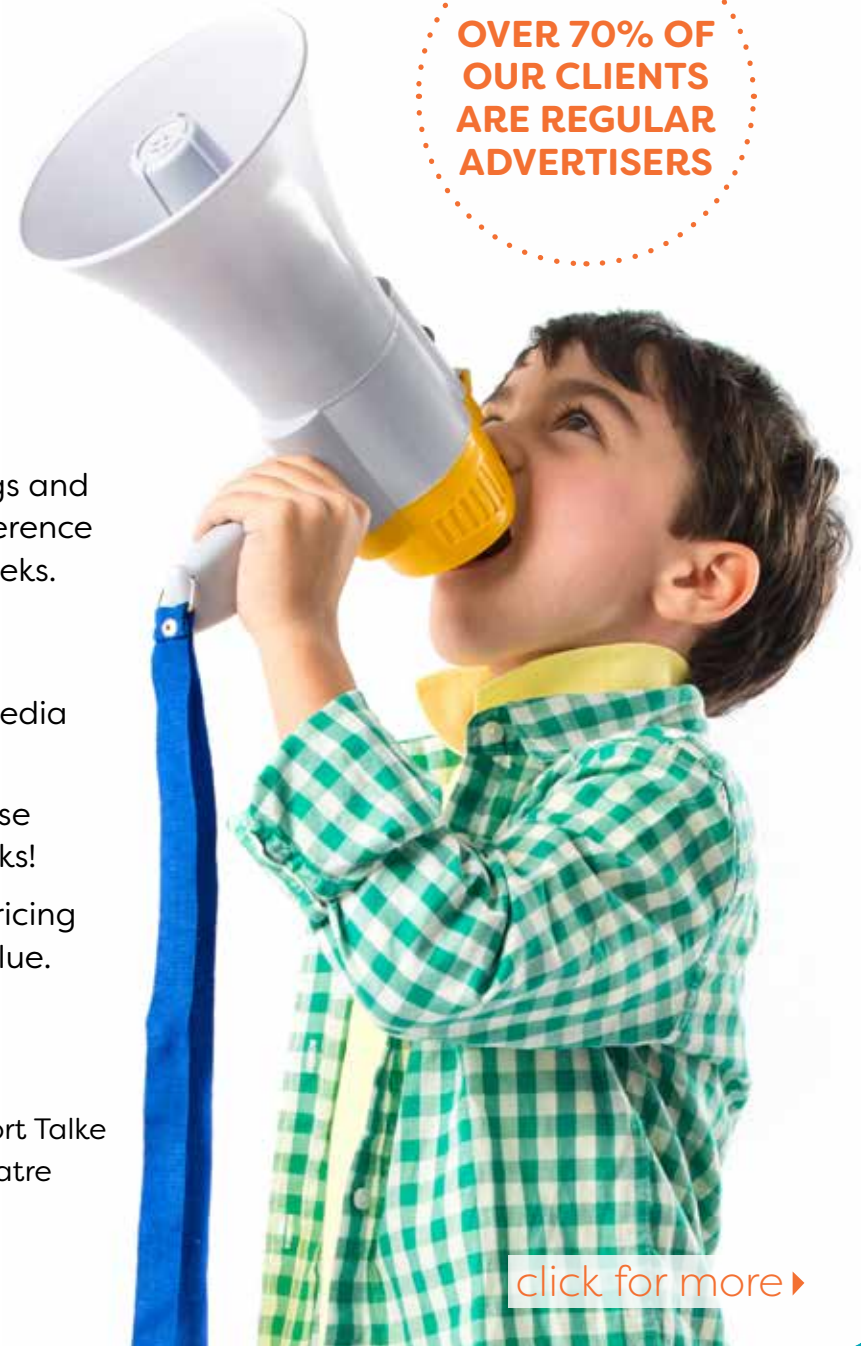
OVER 70% OF
OUR CLIENTS
ARE REGULAR
ADVERTISERS

Why advertise in Primary Times?

- **NICHE MARKETING** - Primary Times is targeted at a very specific market ie families with children. No wastage.
- **EFFECTIVE DISTRIBUTION** - 42,000 copies to families through primary schools 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 from primarytimes.net and social media
- **ADVERTISER SATISFACTION** - over 70% of our advertisers use us repeatedly - because it works!
- **COST EFFECTIVE** - per 1000 pricing structure offers exceptional value.

Who advertises with us?

- Stagecoach • Uttoxeter Racecourse • National Forest Adventure Farm • Freeport Talke
- Skillshare • Beaudesert Activity Centre • Scartoons Party • Lichfield Garrick Theatre
- Tamworth Castle • Staffordshire County Council • Waterworld Festival Park
- ... and many more!



[click for more ▶](#)



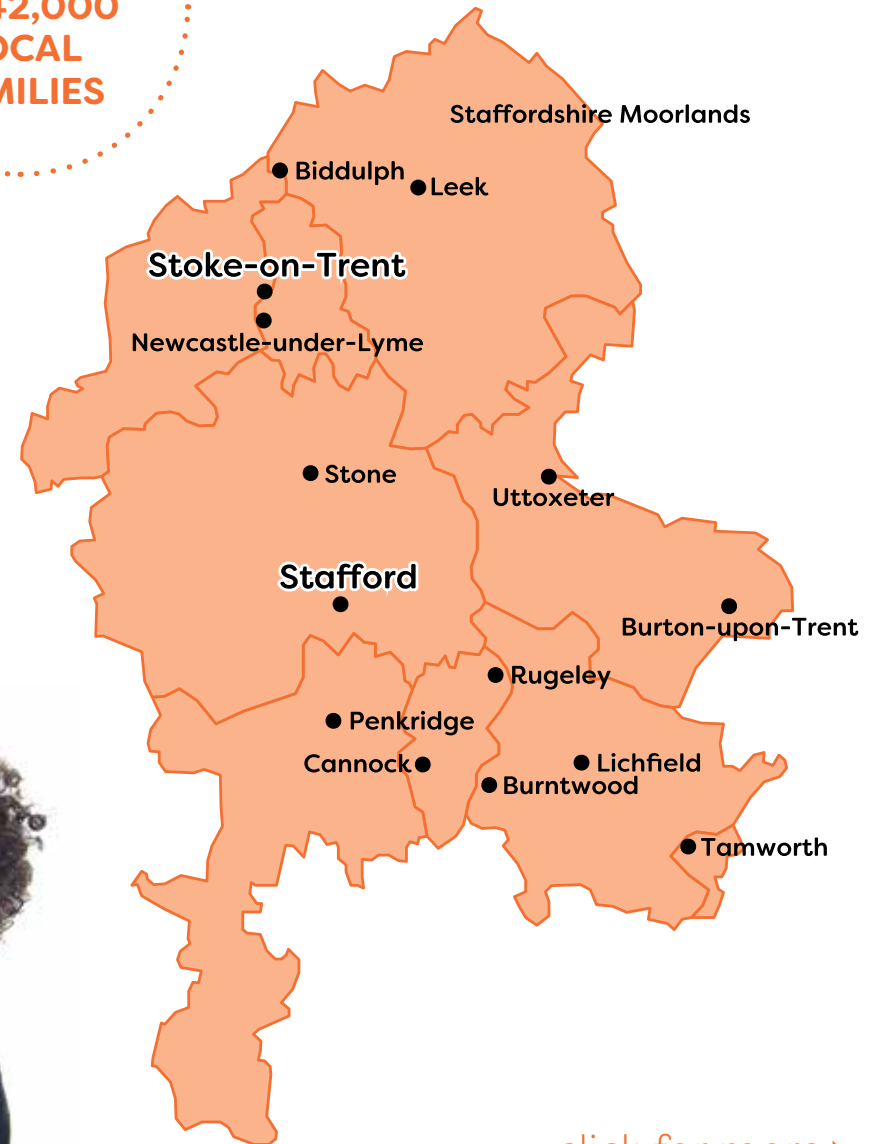
DISTRIBUTED
TO 42,000
LOCAL
FAMILIES

Primary Times Distribution

Primary Times is distributed to primary schools, libraries and other outlets in Staffordshire and Stoke-on-Trent.

“Our research has identified Primary Times Staffordshire as an effective channel through which to reach a targeted audience of parents and communities, and remains a highly regarded publication in term of its quality of production and content along with its ability to deliver effective communications.”

Russel Gethings, Campaigns Officer, Staffordshire County Council



[click for more ▶](#)





primarytimes.net

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

- What's on Listings • News • Competitions
- Local information for parents and teachers, including learning resources and party guide

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 ptstaffs@schoolspublishing.co.uk

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PRIMARY TIMES IS ALSO AVAILABLE IN THE APP STORE

