

# primary times

in Derbyshire



## 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 whats on guide for families in the region.
- Local and national information for parents and teachers in Derbyshire 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** - 35,000 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?

Derby City and Derbyshire County Councils • English Heritage • Denby Pottery Village • intu Derby • National Trust • Costco • Razzamataz • Kip McGrath • National Forest Adventure Farm • Buxton Opera House • Mount Cook Adventure Centre • Donington Park Racing • National Memorial Arboretum • The Belfry Hotel & Resort • Derby Theatre • Derby University • Chesterfield Lawn Tennis Club • Derbyshire County Council • Peak Shopping Village • Gulliver's Kingdom .. and many more!



[click for more ▶](#)

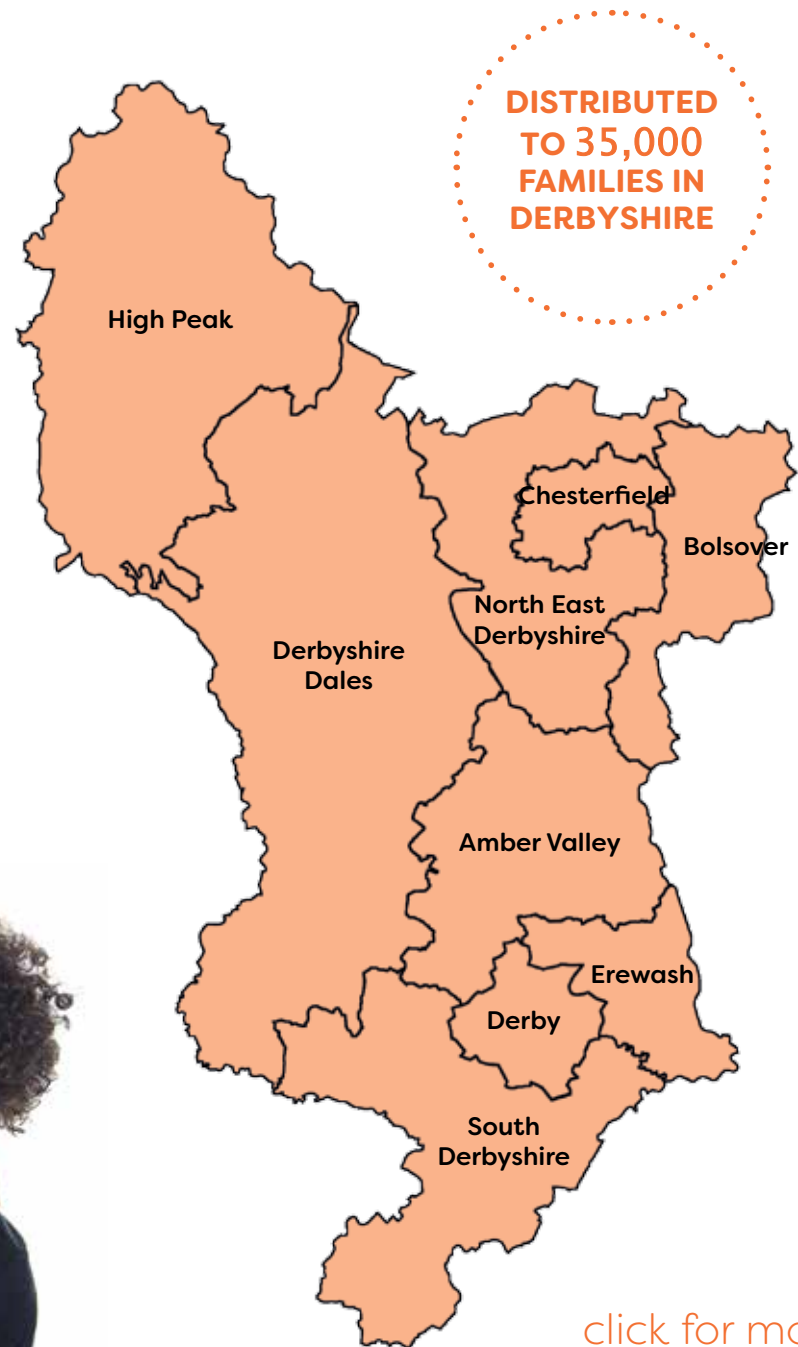


## Primary Times Distribution

Primary Times is distributed to primary schools, libraries and other outlets in Derbyshire.

“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



[click for more ▶](#)





[primarytimes.co.uk](http://primarytimes.co.uk)

[www.primarytimes.co.uk](http://www.primarytimes.co.uk) 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 01332 416131 or 01491 411848, or email [carolyn.wright@schoolspublishing.co.uk](mailto:carolyn.wright@schoolspublishing.co.uk)**

Schools Publishing Limited. Unit 1A, Thamesview Industrial Estate, Newtown Road, Henley on Thames, Oxon RG9 1HG

