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 and around Nottinghamshire.
- Reader offers and news from local communities and schools.
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 - 58,000 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.

"Primary Times is one of the most effective ways to target parents of primary school aged children. Nottingham Playhouse has an extensive programme of participatory work for children as well as family shows and in my experience Primary Times is one of the few publications where we can be confident that our messages are directly reaching our target market.” Tom Jeavons, Marketing Manager, Nottingham Playhouse
Primary Times Distribution

Primary Times is distributed to primary schools and libraries in Nottinghamshire.

“The Nottingham-based Kumon Study Centres advertise in Primary Times simply because it gets our high-impact message about children achieving their potential direct to local parents. We have had a superb response to Primary Times advertising in the past, and the professional and responsive Primary Times staff make the whole process easy.” — Dave Terry, Kumon Long Eaton Study Centre
primarytimes.co.uk

www.primarytimes.co.uk 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

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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 and around Nottinghamshire advertisers include:

- Ferry Farm
- Kumon
- National Trust
- Newark Palace Theatre
- Nottingham City Council
- Nottingham Girls High School
- Nottingham Playhouse
- Mansfield Palace Theatre
- Razzamataz
- Specsavers
- Stagecoach
- Trent College
- White Post Farm

... and many more!

To find out more or to place your advert now call Victoria on 01733 385 324 or email victoria.jelleyman@primarytimes.co.uk

Primary Times Ltd, 1 Accent Park, Bakewell Road, Orton Southgate, Peterborough