

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 whats 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.**

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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?

- National Forest Adventure Farm • Freeport Talke • National Brewery Centre
- National Memorial Arboretum • Drayton Manor Theme Park • Cinebowl
- Skate Uttoxeter • Beaudesert Outdoor Activity Centre • Tamworth Castle
- Staffordshire County Council • Waterworld • The Belfry Hotel & Resort
- Gulliver's Kingdom • Theatres • Schools, and Colleges • Children's Party Providers • All Stars Cricket • Bee Active ... and many more!



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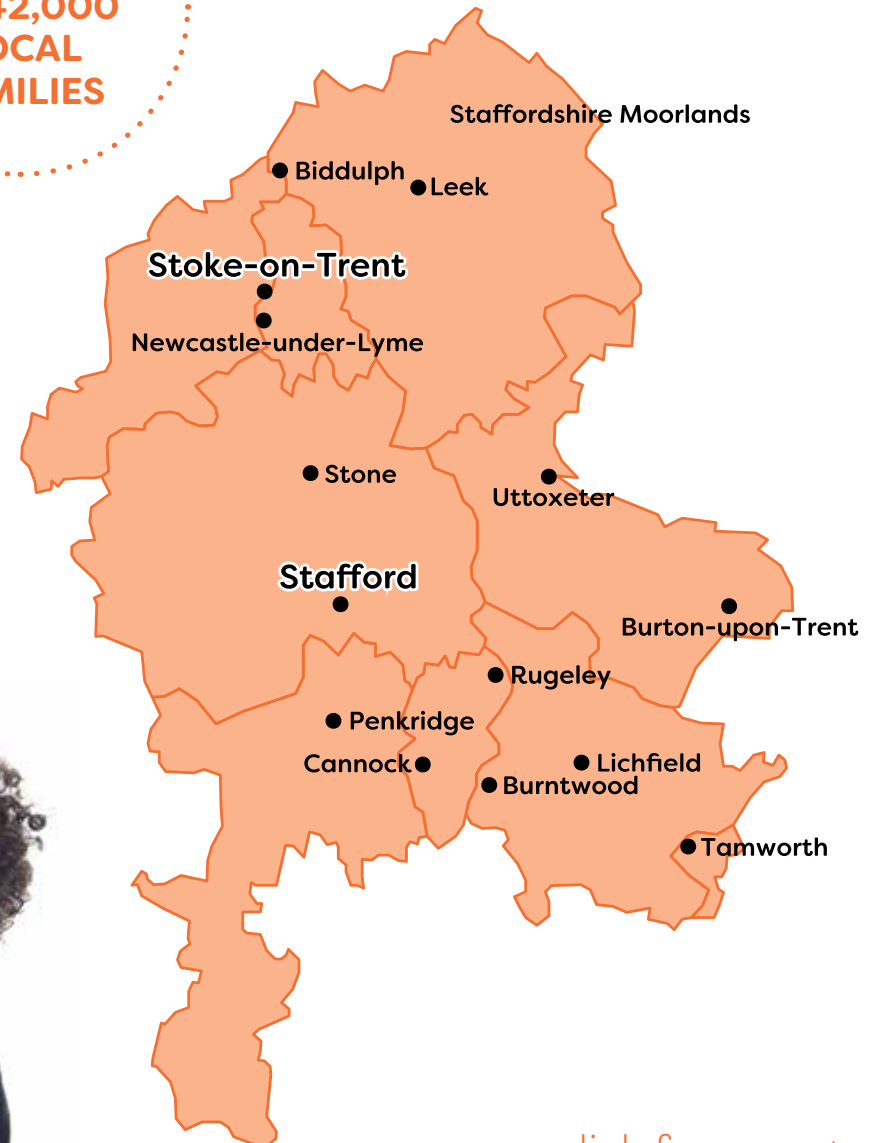
DISTRIBUTED
TO 42,000
LOCAL
FAMILIES

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



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primarytimes.co.uk

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

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