NOP confirms Primary Times is the UK's most read listings & information publication for parents
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.
- Distributed to families via their child’s school book bag.
- Part of a national network of 61 regional editions distributing 2.7 million copies to primary schools.
- NOP confirms Primary Times is the UK’s most read listings and information publication for parents.
- Tried, tested and trusted since 1989.

Reaches over 58,000 local families distributed through primary schools.

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What’s in Primary Times?

...the region’s best what’s on and where to go guide for parents

- Local and national information specifically for parents in Birmingham & The Black Country.
- The most comprehensive what’s on guide for parents of children (4–11 years) in the region.
- Reader offers for parents.
- News from local communities and schools

Reaches over 58,000 local families distributed through primary schools

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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** - 45,400 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.

- **COST EFFECTIVE** - per 1000 our pricing structure offers exceptional value.

- **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.uk

- **ADVERTISER SATISFACTION** - 70% of our advertisers use us repeatedly - because it works!

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The Essential FREE Magazine for parents, teachers & children in Birmingham & The Black Country

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70% of our clients are regular advertisers

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Primary Times Distribution

Primary Times Birmingham & Black Country is distributed through 220 primary schools, libraries and other outlets in:

- Wolverhampton
- Walsall
- Sandwell
- West Bromwich
- Dudley
- Halesowen
- Birmingham
- Stourbridge

....and towns & villages in between

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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 Oxfordshire advertisers include:

- Twycross Zoo
- Ikea
- Birmingham Museums Trust
- Intu
- Birmingham Royal Ballet
- West Mids Safari Park
- Edgbaston High School for Girls
- Birmingham Grammar Schools
- The NEC
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Our advertisers use us repeatedly because it works!
The Website www.primarytimes.co.uk

Featuring regional & 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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# Publication Dates & Copy Deadlines

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FREE Artwork & Design service available!

Primary Times Birmingham & Black Country is both owned and published by Schools Publishing Limited, Unit 1A, Thamesview Industrial Estate, Newtown Road, Henley on Thames, Oxon RG9 1HG

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REACHING 58,000 FAMILY HOUSEHOLDS 7 TIMES EACH YEAR!