

Hertfordshire primary times



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 Hertfordshire.
- Reader offers and news from local communities and schools.
- Competitions from local and national advertisers.



Total Average Qualified
Circulation: 58,019
BPA March Statement 2019

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OVER 70% OF
OUR CLIENTS
ARE REGULAR
ADVERTISERS

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** - 61,000 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.



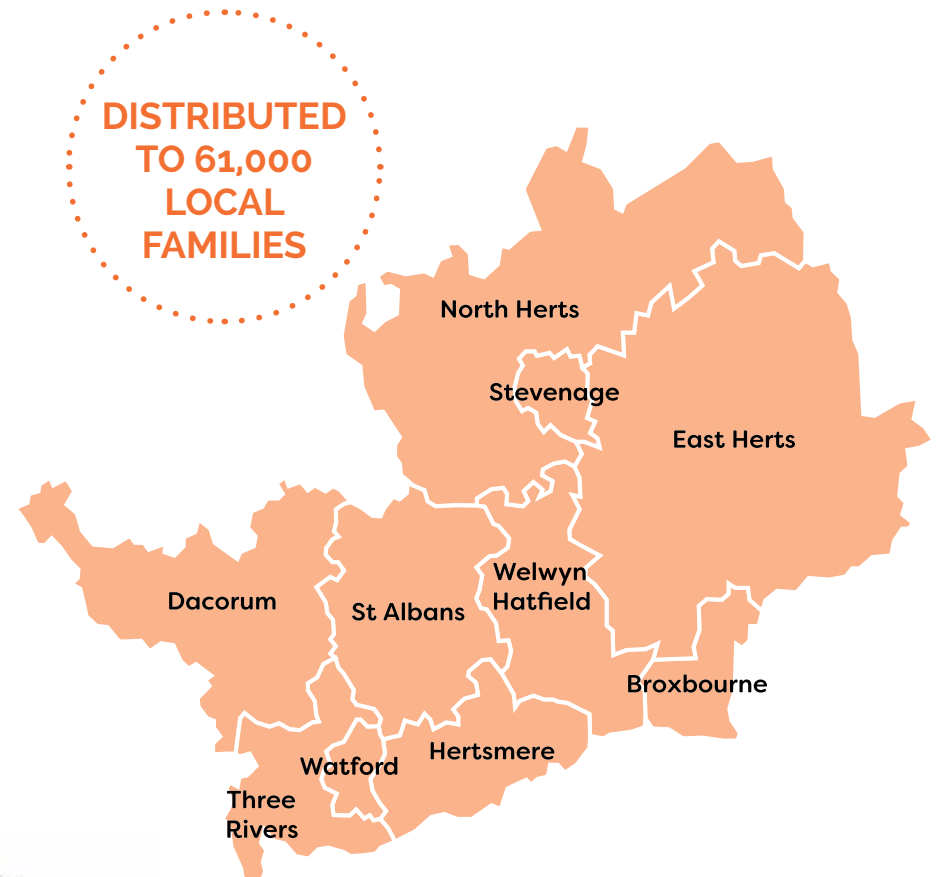
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Primary Times Distribution

Primary Times is distributed to primary schools and libraries in Hertfordshire in:

- North Herts
- Stevenage
- East Herts
- Dacorum
- St Albans
- Welwyn Hatfield
- Watford
- Three Rivers
- Hertsmere
- Broxbourne



[click for more ▶](#)

Hertfordshire primary times



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



[click for 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 Hertfordshire advertisers include:

- Stagecoach
- Kumon
- Willows Farm Village
- Hertfordshire County Council
- Welwyn Hatfield Council
- Kip McGrath
- Wyllyotts Theatre
- Alban Arena Theatre
- ... and many more!

To find out more or to place your advert now call Julie on 07736 945749 or email julie.daruvalla@primarytimes.co.uk

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