

Leicestershire & Rutland 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 and distributed to families via their child's school bag.
- Part of a national network of 59 regional editions distributing 2.8 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 Leicestershire & Rutland.
- Reader offers and news from local communities and schools.



DISTRIBUTED
TO 50,915
(BPA AUDITED)
LOCAL
FAMILIES

Leicestershire & Rutland primary times

OVER 80% 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** - 52,000 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 80% of our advertisers use us repeatedly - because it works!
- **COST EFFECTIVE** - per 1000 our pricing structure offers exceptional value.

Who advertises with us?

- Leicestershire County Council • NHS Leicestershire Trust • Leicester City Council • Belvoir Castle • Spark Arts for Children • BID Leicester • National Space Centre • Leicestershire County Cricket Club • Rainbows Hospice



[click for more](#) ▶

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"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."

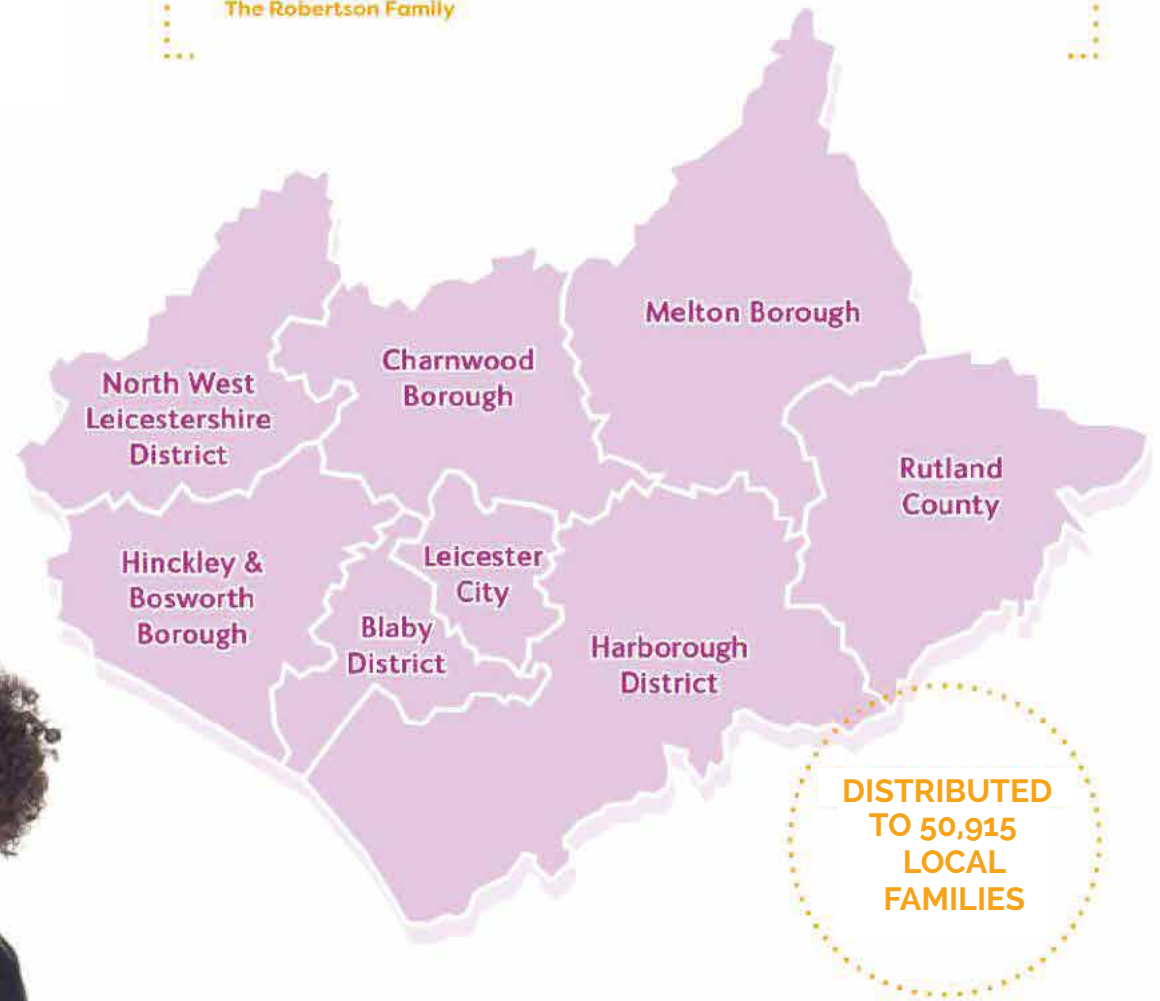
The Robertson Family

Primary Times Distribution

Primary Times in Leicestershire & Rutland is distributed to primary schools and libraries in:

- North West Leicestershire District
- Hinckley & Bosworth Borough
- Charnwood Borough • Leicester City
- Blaby District • Melton Borough
- Harborough District • Rutland County

... and towns and villages in between



Leicestershire & Rutland

primary times

www.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



To find out more or to place your advert now call Helen on 07736 945701 or email helen.pattinson@primarytimes.co.uk

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