

2022 Media Pack

DISTRIBUTED  
TO 41,811  
(BPA Audited)  
Local Families

# 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.
- Primary Times in Staffordshire distributes 41,811 copies seven times a year and is part of national networking distributing more than 2.7 million copies in 59 regions across the UK and Ireland. **BPA Audited.**

## 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.



PRIMARY  
TIMES IS ALSO  
AVAILABLE IN  
THE APP  
STORE

[click for more ▶](#)

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in Staffordshire  
& Stoke-on-Trent

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** - 41,811 **(BPA Audited)** 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?

- Staffordshire County Council • National Memorial Arboretum
- St Giles Hospice • Lichfield Cathedral • Drayton Manor
- Stafford Grammar School • New Vic Theatre • Statfold Railway
- National Adventure Farm .. and many more!



[click for more ▶](#)

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## 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 terms of its quality of production and content along with it's ability to deliver effect communications"

**Russel Gethings, Campaigns Officer, Staffordshire County Council**



[click for more ▶](#)

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Stoke-on-Trent

**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 Helen Pattinson on 07736 945693 or email [helen.pattinson@primarytimes.co.uk](mailto:helen.pattinson@primarytimes.co.uk)**

Schools Publishing Limited. 6 Swan Court, Forder Way, Hampton, Peterborough, Cambridgeshire, PE7 8GX

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