

# West London 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 West London.
- Reader offers and news from local communities and schools.



Total Average Qualified  
Circulation: 63,000  
BPA March Statement 2019

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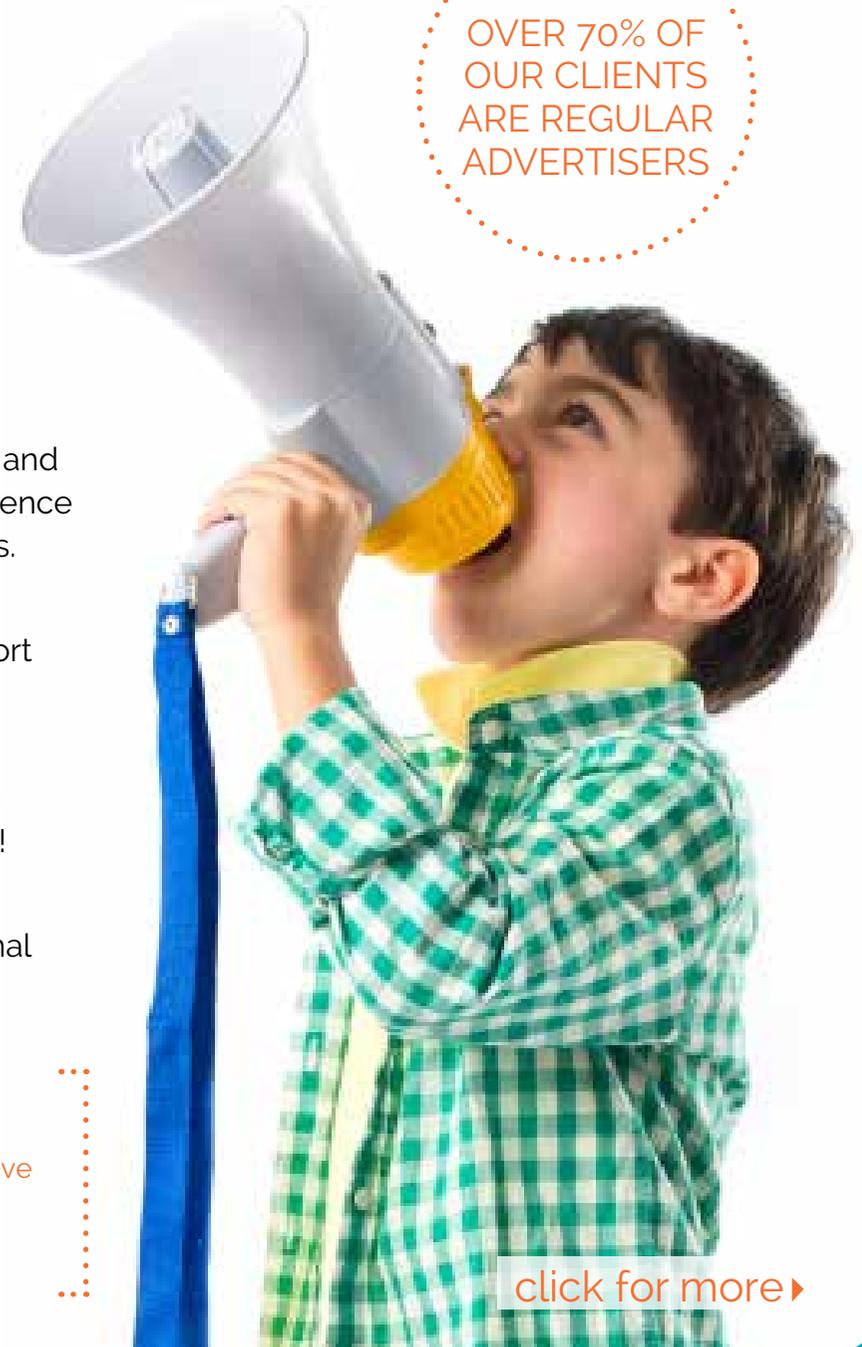
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OVER 70% OF  
OUR CLIENTS  
ARE REGULAR  
ADVERTISERS

## 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 - 61,772 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](http://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.

"A parent of one of our pupils had recommended we use Primary Times magazine. We have had a campaign running in various regions and every issue ever since and have enjoyed the professionalism, honesty and response to our adverts and would highly recommend the publication to other businesses." Examberry



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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 from Broadditch Farm and local country parks to the various National Trust properties (in fact we are now members!) and I know many other Mums who read it from cover to cover also." The Robertson Family

## Primary Times Distribution

Primary Times in West London is distributed to primary schools, libraries and other outlets in:

- Acton
- Brentford
- Edgware
- Feltham
- Feltham/Bedfont
- Feltham/Hamworth
- Greenford/Perivale
- Hayes/Harlington
- Heston
- Hillingdon/Ickendon
- Hounslow
- Isleworth
- Knightsbridge
- Northolt
- Northwood
- Pinner
- Ruislip
- Southall
- Stanmore
- Uxbridge
- Uxbr/Hillingdon
- Wembley
- White City



[click for more ▶](#)

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[www.primarytimes.co.uk](http://www.primarytimes.co.uk)

[www.primarytimes.co.uk](http://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



"I would like to thank you for your very supportive and professional help in dealing with our TACT advertisement for foster carers in Primary Times. We have had a number of responses to the advert which we are following up, some are looking very positive indeed." Angie, TACT Foster Care



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## Share in the success!

Primary Times in West London advertisers include...

- Artsed Saturday School
- Bank of England Museum
- BBC Worldwide
- BBC Proms
- Brent Council
- Chiltern Railways
- English National Ballet
- Hammersmith Apollo
- Hammersmith & Fulham Council
- HSBC
- John Lewis
- Kip McGrath
- Kumon
- Lyric Theatre
- The National Gallery
- The National Trust
- Odds Farm Park
- Royal Parks
- The Science Museum
- Somerset House
- Stagecoach
- St John Ambulance
- Super Camps
- Transport for London
- Walt Disney Theatrical Productions
- ... and many more!

To find out more or to place your advert now call Marie on 07736 945698  
or email [marie.mcarthur@primarytimes.co.uk](mailto:marie.mcarthur@primarytimes.co.uk)

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