

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



Total Average Qualified
Circulation: 1,165,330
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** - 1,165,330 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 the following regions:

**DISTRIBUTED
TO 1,165,330
FAMILIES**

Avon	67,000
Bedfordshire & Luton	40,000
Buckinghamshire	44,000
Birmingham & Warwickshire	61,530
Derbyshire & Staffordshire	60,000
Essex	61,000
Fife, Tayside & Central Scotland	41,000
Edinburgh	42,500
Glasgow & West of Scotland	55,000
Hereford & Worcester	30,500
Hertfordshire	61,000
Kent	64,000
Lancashire	26,000
Leicestershire & Rutland	52,000
London (North)	52,000
London (West)	62,000
London (South)	46,400
London (SE)	51,000
London (SW)	40,900
London (E)	51,500
Nottinghamshire	61,000
Oxfordshire	32,000
Surrey	34,000
West Sussex	41,000
East Sussex	40,500



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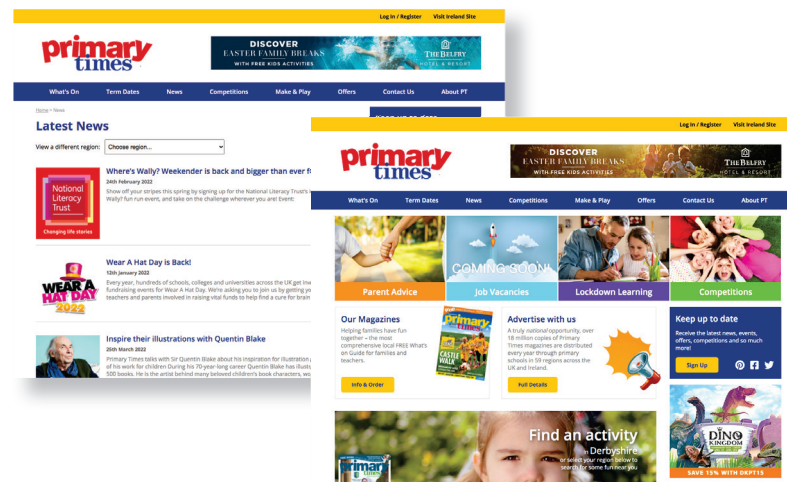
www.primarytimes.co.uk features regional and national content including:

- 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
- Leaderboard
- Page Takeover and much more
- All available on request

900,000
impressions
per month



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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 advertisers include:

- LNER
- National Trust
- Graze
- NHS
- PGL Holidays
- Ikea
- NatWest
- Toucan Box
- Kumon
- ... and many more!

Prices

Full page - £1450

Half page - £800

Quarter page - £575

To find out more or to place your advert now call Victoria on 07736 945720 or email victoria.jelleyman@primarytimes.co.uk

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

