

# Birmingham & Warwickshire 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 the Birmingham & Warwickshire.
- Reader offers and news from local communities and schools.



# primary times

Birmingham & Warwickshire

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.co.uk](http://www.primarytimes.co.uk)
- **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 in the Birmingham & Warwickshire is distributed to primary schools, libraries and other outlets in the areas marked.



...and towns & villages in between



...and towns & villages in between

DISTRIBUTED  
TO 61,000  
LOCAL  
FAMILIES



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[primarytimes.co.uk](http://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
- 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 the Birmingham & Warwickshire advertisers include:

- Birmingham Museums
- Coventry Culture
- The Midlands Arts Centre
- Leamington BID
- The NEC
- The Belgrade Theatre
- Discover Dudley
- Warwick School
- The Belfry
- Shakespeare Birthplace Trust
- New Square Shopping Centre
- Hatton Country World
- ... and many more!

**To find out more or to place your advert now call**

**07736 945755 or email [deborah.grace@primarytimes.co.uk](mailto:deborah.grace@primarytimes.co.uk)**

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