

# Bedfordshire & Luton 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 4 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 2.2 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 and around Bedfordshire & Luton.
- Reader offers and news from local communities and schools.
- Competitions from local and national advertisers.

[click for more ▶](#)

# Bedfordshire & Luton primary times

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** - 29,358 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.



[click for more ▶](#)

# Bedfordshire & Luton primary times

DISTRIBUTED  
TO 29,358  
LOCAL  
FAMILIES

## Primary Times Distribution

Primary Times is distributed to primary schools and libraries in Bedfordshire and Luton:

- Bedford
- Biggleswade
- Sandy
- Flitwick
- Leighton Buzzard/Linslade
- Dunstable
- Luton
- Clapham
- Bromham
- Kempston
- Ampthill
- Barton Le Clay
- Harlington
- Toddington
- Houghton Regis
- Shefford
- Langford
- Henlow
- Stotfold
- Potton



[click for more](#) ▶

# Bedfordshire & Luton primary times

[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 or Buttons • Videos
- Sponsorship and much more



[click for more ▶](#)



# Bedfordshire & Luton primary times

## 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 and around Bedfordshire & Luton advertisers include:

- The Mall Shopping Centre
- Mead Open Farm
- Full House Theatre
- Luton Culture
- English Heritage
- The Grove Theatre
- Kip McGrath
- The Quarry Theatre
- Bedford Borough Council
- Stagecoach Performing Arts
- The National Trust
- Toucan Box
- Gullivers Land Theme Park Resort

**For more information or to book advertising space, call Deborah Grace on 07736 945755 or email [deborah.grace@primarytimes.co.uk](mailto:deborah.grace@primarytimes.co.uk)**

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

