2024 Media Pack

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



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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 64,000 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. OVER 70% OF OUR CLIENTS ARE REGULAR ADVERTISERS

or more

- ADDED VALUE competitions, advertorials, coverage and support from 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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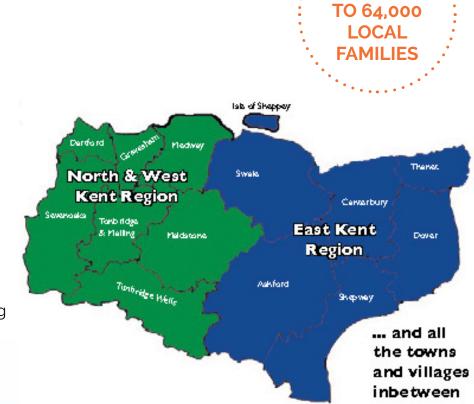
Primary Times Distribution

Primary Times is distributed to primary schools and libraries in Kent:

- Ashford
- Canterbury
- Dartford
- Dover
- Gravesham

- Isle of Sheppey
- Maidstone
- Medway
- Sevenoaks
- Shepway

- Swale
- Thanet
- Tonbridge & Malling
- Tunbridge Wells





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DISTRIBUTED

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primarytimes.co.uk

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





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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 and around Kent advertisers include:

Kumon

The Children's Society

- NHS
- Perform Performing Arts
- Stagecoach
- ... and many more!

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

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