

National primary times

Of the UK's 8,000 magazines Primary Times circulation is ranked No.15!
Research from NOP confirms Primary Times is the UK's most read listings
and information publication for parents.

• What is Primary Times?

- > Primary Times is a **FREE** glossy magazine targeting parents of 4 - 11 year old children
- > Published **7 TIMES A YEAR** – just before each school holiday and in September at the start of the new school year
- > A unique publication distributed through primary, infant, junior and middle schools across 61 regions of the UK & Ireland

• What's in Primary Times?

- > **INFORMATION** specifically for families
- > The most comprehensive local **WHAT'S ON & WHERE TO GO GUIDE** for families in each region
- > **NEWS** from local communities and schools
- > **FEATURES** and **COMPETITIONS** for parents and children

Over **2.2 million** copies of Primary Times magazines are distributed through primary schools in **61 regions** of the UK and Ireland. National recognition - local response!

• Why advertise?

- > **NICHE MARKETING** – Primary Times is highly targeted at a very specific market, i.e. families with children. No wastage!
- > **ADVERTISER SATISFACTION** – over 70% of Primary Times advertisers use us repeatedly – because it works!
- > **READER CONFIDENCE** – Tried, tested and trusted for over 35 years
- > **RETENTION** – comprehensive event listings and reader offers ensure a 'coffee-table life' of at least 6 weeks
- > **ADDED VALUE** – the chance of competitions, advertorials, coverage and support on www.primarytimes.co.uk, social media and apps
- > **BRAND AWARENESS** – Over 2.2 million copies of Primary Times magazines are distributed in 61 regions of the UK and Ireland. National recognition – local response!



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Avon	58,189
Bedfordshire & Luton	29,358
Berkshire	58,600
Birmingham & Black Country	56,010
Buckinghamshire & Milton Keynes	39,458
Cambridgeshire & South Kesteven	35,743
Cardiff	41,683
Cheshire & The Wirral	43,100
Cornwall	37,572
Cumbria	31,000
Derbyshire	40,681
Devon (Devon County & Torbay)	51,433
Devon (Plymouth)	22,844
Dorset	45,206
Edinburgh	41,595
Essex	59,040
Fife, Tayside & Central Scotland	46,071
Glasgow & West of Scotland	54,030
Gloucestershire	30,000
Greater Manchester	36,400
Hampshire	54,619
Hereford & Worcester	29,459
Hertfordshire	57,136
Ireland (Dublin)	45,000
Kent	62,850
Lancashire	30,111
Leicestershire & Rutland	52,083
Lincolnshire	50,072
London, East	51,510
London, North	45,772
London, South East	50,542
London, South West	38,070
London, South	42,030
London, West	55,707
Merseyside	40,550
Newcastle, Northumberland	73,500
Newport & Monmouthshire	30,000
Norfolk	58,851
Northamptonshire	38,800
Nottinghamshire	58,726
Oxfordshire	35,102
Somerset	31,000
Sunderland & Durham	43,350
Surrey	31,295
Sussex (East)	37,230
Sussex (West)	39,660
Tees Valley	69,592
Wiltshire & Swindon	30,000
Yorkshire, North & East	46,490
Yorkshire, South	30,000
Yorkshire, West	33,000

Total 2,248,878



“

This is the first time in a long time that we've advertised in Primary Times and it seems to have paid off as sales were up considerably on previous years.”

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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
- 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:

- National Trust
- BBC
- Graze
- Comic Relief
- Hello Fresh
- NHS
- PGL Holidays
- Ikea
- NatWest
- Toucan Box
- English Heritage
- Explore Learning
- Go Henry
- Beano
- ... and many more!

Prices

Prices available on request



**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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