

primary times

What is Primary Times? in Oxfordshire

- 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.
- Primary Times in Oxfordshire distributes 35,500 copies seven times a year and is part of national networking distributing more than 2.2 million copies in 59 regions across the UK and Ireland. **BPA Audited.**

What's in Primary Times?

- The most comprehensive whats on guide for families in the region.
- Local and national information for parents and teachers in Oxfordshire including learning and party resources.
- Reader offers and news from local communities and schools.



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primary times

in Oxfordshire

OVER 70% OF
OUR CLIENTS
ARE REGULAR
ADVERTISERS

Why advertise in Primary Times?

- **NICHE MARKETING** – Primary Times is targeted at a very specific market ie families with children. No wastage.
- **EFFECTIVE DISTRIBUTION** - 35,500 **(BPA Audited)** copies to families through primary schools 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 from primarytimes.net and social media
- **ADVERTISER SATISFACTION** - over 70% of our advertisers use us repeatedly - because it works!
- **COST EFFECTIVE** - per 1000 pricing structure offers exceptional value.

Who advertises with us?

- Active Education Group • Cornerstone Arts • Oxford Museum • Science Oxford
- Stagecoach • Waterperry Gardens • GLL/Better.org, • Oxford Play House
- Blenheim • Cogges • New College Choir • D'Overbroecks
- Oxfordshire County Council... and many more!



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primary times

in Oxfordshire

DISTRIBUTED
TO 35,500
Local
Families



Primary Times Distribution

Primary Times is distributed to primary schools, libraries in Oxfordshire



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primary times

in Oxfordshire

primarytimes.co.uk

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

- What's on Listings • News • Competitions
- Local information for parents and teachers, including learning resources and party guide

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

To find out more or place your advert call Marie McArthur on 07736 945698 or email marie.mcarthur@primarytimes.co.uk

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