



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.
- 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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in Oxfordshire

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
- Oxfordshirdshire County Council... and many more!



OVER 70% OF

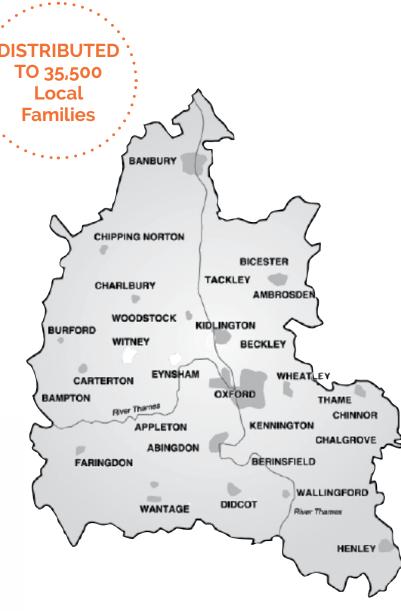


in Oxfordshire

Primary Times Distribution

Primary Times is distributed to primary schools, libraries in Oxfordshire





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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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