

# primary times

Buckinghamshire & Milton Keynes



## 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 2.7 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 Buckinghamshire & Milton Keynes.
- Reader offers and news from local communities and schools.



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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** - 45,000 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.
- **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.

"We have been using Primary Times for a number of years for our client Eden Shopping Centre in High Wycombe. It's vital we attract a family audience to the centre where we hold numerous events across the year appropriate for Mums, Dads and children. Primary Times is the perfect way to achieve that. Primary Times forms a vital part of our mixed media strategy of print, digital and inserts and it's one of the first things we include on the schedule each year." **TMWi - leading integrated full service media agency**



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## Primary Times Distribution

Primary Times in Buckinghamshire & Milton Keynes is distributed to primary schools, libraries and other outlets in the areas marked.

"We always use Primary Times to advertise our pantomime each year, and not only does this provide the perfect platform to advertise to schools audience, we always receive a great service too."

Aylesbury Waterside Theatre



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DISTRIBUTED  
TO 43,000  
LOCAL  
FAMILIES



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[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
- Sponsorship and much more



“ Our historic houses, gardens and countryside sites are full of interest, adventure and family fun, and Primary Times is the ideal vehicle for promoting these events and activities. We get a terrific response from our ads and editorials so we know the right messages are getting to the right people at the right time.”

National Trust, Berks, Bucks and Oxon

[click for 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 Buckinghamshire and Milton Keynes advertisers include:

- The National Trust
- Green Dragon Eco Farm
- Aylesbury Grammar School
- Stagecoach
- Bucks County Council
- Eden Shopping Centre
- Milton Keynes Theatre
- Stowe Arts
- The Roald Dahl Museum
- ... and many more!

**To find out more or to place your advert now call Julie on 07736 945749 or email [julie.daruvalla@primarytimes.co.uk](mailto:julie.daruvalla@primarytimes.co.uk)**

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