

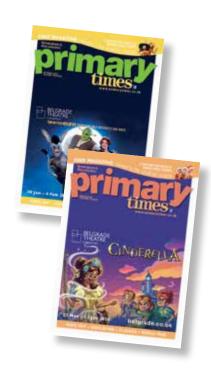


# What is Primary Times?

- 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 the Birmingham & Warwickshire.
- Reader offers and news from local communities and schools.





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 56,500 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
- ADVERTISER SATISFACTION
  over 70% of our advertisers use
  us repeatedly because it works!
- COST EFFECTIVE per 1000 our pricing structure offers exceptional value.





# **Primary Times Distribution**

Primary Times in the Birmingham & Warwickshire is distributed to primary schools, libraries and other outlets in the areas marked.







# 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
- · Sponsorship and much more









#### 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 the Birmingham & Warwickshire advertisers include:

- Birmingham Museums
- Coventry Culture
- The Midlands Arts Centre
- Leamington BID
- The NEC
- The Belgrade Theatre
- Discover Dudley

- Warwick School
- The Belfry
- Shakespeare Birthplace Trust
- New Square Shopping Centre
- Hatton Country World
- ... and many more!



Schools Publishing Limited 6 Swan Court, Forder Way, Hampton, Peterborough, Cambridgeshire, PE7 8GX

