#### **West Sussex**

# Primary times

## 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 and around West Sussex.
- Reader offers and news from local communities and schools.
- Competitions from local and national 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 40,000 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
- 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**

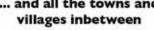
Primary Times is distributed to primary schools and libraries in West Sussex in:

- Petworth
- Chichester
- Bognor Regis
- Arundel
- Pulborough
- Worthing

- Littlehampton
- Crawley
- · East Grinstead
- Haywards Heath
- Burgess Hill
- Shoreham by Sea













#### 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 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 and around West Sussex advertisers include:

- •• 1st choice Inflatables.
- British Airways i360
- · Bluebell Railway
- Paradise Park

- Wildfowl and Wetlands Trust
- National Trust
- ... and many more!

To find out more or to place your advert now call Catherine on 07719 050762 or email catherine.dillon@primarytimes.co.uk

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