

Bedfordshire & Luton 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 4 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 Bedfordshire & Luton.
- Reader offers and news from local communities and schools.
- Competitions from local and national advertisers.

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Bedfordshire & Luton primary times

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** - 29,358 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.



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Bedfordshire & Luton primary times

DISTRIBUTED
TO 29,358
LOCAL
FAMILIES

Primary Times Distribution

Primary Times is distributed to primary schools and libraries in Bedfordshire and Luton:

- Bedford
- Biggleswade
- Sandy
- Flitwick
- Leighton Buzzard/Linslade
- Dunstable
- Luton
- Clapham
- Bromham
- Kempston
- Ampthill
- Barton Le Clay
- Harlington
- Toddington
- Houghton Regis
- Shefford
- Langford
- Henlow
- Stotfold
- Potton



[click for more](#) ▶

Bedfordshire & Luton primary times

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



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Bedfordshire & Luton primary times

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 Bedfordshire & Luton advertisers include:

- The Mall Shopping Centre
- Mead Open Farm
- Full House Theatre
- Luton Culture
- English Heritage
- The Grove Theatre
- Kip McGrath
- The Quarry Theatre
- Bedford Borough Council
- Stagecoach Performing Arts
- The National Trust
- Toucan Box
- Gullivers Land Theme Park Resort

For more information or to book advertising space, call Deborah Grace on 07736 945755 or email deborah.grace@primarytimes.co.uk

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



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29,358
copies per issue



Digital Advertising:

MPU
£POA per calendar month

Leader board
£POA per calendar month

2025 Publication dates

Easter

Copy by: 11 Mar Publishes: 31 Mar

Summer

Copy by: 17 June Publishes: 7 July

Winter

Copy by: 28 Oct Publishes: 17 Nov

File formats: We prefer high resolution PDFs with all colours set to CMYK and all fonts embedded. We can also use TIFF and JPEG files (CMYK, 300dpi). We can't accept Word, Publisher or Powerpoint files.

Advertising Rates*

Sixteenth Page £125

W43mm x H66mm or W90mm x 30mm

Eighth Page £225

W90mm x H66mm or W43mm x H135mm

Quarter Page £425

W90mm x H135mm or W184mm x H66mm

Half Page £750

W184mm x H135mm or W90mm x H273mm

Full Page £1,300

For a full bleed advert: W216mm x H303mm.
For an advert with a white border all the way round: W184mm x H273mm

Front Cover £1,250

W194mm x H275mm

OB Cover £1,350

For a full bleed advert: W216mm x H303mm

Inserts £35.00 per thousand

Minimum 10,000

3 series rate 10% discount

£113
Per Issue

£203
Per Issue

£383
Per Issue

£675
Per Issue

£1,170
Per Issue

£1,125
Per Issue

£1,215
Per Issue

Place your advert now! Call Deborah Grace on 07736 945755 or email deborah.grace@primarytimes.co.uk

Terms & Conditions: New advertisers: Payment in advance for the first advert placed. Repeat advertisers: Payment to be made within 14 days of publication. Cancellations: must be made not less than four weeks prior to the advised copy deadline date. Failure to comply will result in a charge being made for the full cost of the advertisement space booked. *Prices are per issue, and exclude VAT.