

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 2.2 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 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** - 39,458 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.

"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



NORTHAMPTONSHIRE

BEDFORDSHIRE

● Olney

Newport Pagnell ●

● Milton Keynes

● Buckingham

● Bletchley

● Winslow

● Waddesdon

Aylesbury ●

HERTFORDSHIRE

● Princes Risborough

● Chesham

Great Missenden ●

● Amersham

High Wycombe ●

Chalfont St Giles ●

Beaconsfield ●

Marlow ●

Denham ●

BERKSHIRE

● Burnham

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DISTRIBUTED
TO 39,458
LOCAL
FAMILIES

Buckinghamshire & Milton Keynes 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
- 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

Schools Publishing Limited 1 Accent Park, Bakewell Road, Peterborough, Cambridgeshire PE2 6XS



Buckinghamshire &
Milton Keynes

primary times

39,458
copies per issue



Digital Advertising:

MPU
£POA per calendar month

Leader board
£POA per calendar month

2025 Publication dates

February Half Term

Copy by: 14 Jan Publishes: 3 Feb

Easter

Copy by: 4 Mar Publishes: 24 Mar

May Half Term

Copy by: 22 Apr Publishes: 12 May

Summer

Copy by: 17 June Publishes: 7 July

Back to School

Copy by: 12 Aug Publishes: 1 Sept

October Half Term

Copy by: 23 Sept Publishes: 13 Oct

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 **£140**

W43mm x H66mm or W90mm x 30mm

Eighth Page **£260**

W90mm x H66mm or W43mm x H135mm

Quarter Page **£445**

W90mm x H135mm or W184mm x H66mm

Half Page **£800**

W184mm x H135mm or W90mm x H273mm

Full Page **£1,430**

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

Front Cover **£1,540**

W194mm x H275mm

OB Cover **£1,540**

For a full bleed advert: W216mm x H303mm

Inserts **£35.00 per thousand**

Minimum 10,000

3 series rate 10% discount

£126
Per Issue

£234
Per Issue

£401
Per Issue

£720
Per Issue

£1,287
Per Issue

£1,386
Per Issue

£1,386
Per Issue

4 series + rate 15% discount

£119
Per Issue

£221
Per Issue

£379
Per Issue

£680
Per Issue

£1,216
Per Issue

£1,309
Per Issue

£1,309
Per Issue

Place your advert now! Call Julie on 07736 945749 or email julie.daruvalla@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.