

Hereford & Worcester 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 Hereford and Worcester.
- Reader offers and news from local communities and schools.
- Competitions from local and national advertisers.

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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** - 29,459 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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Primary Times Distribution

Primary Times is distributed to primary schools and libraries in Hereford and Worcester in:



DISTRIBUTED
TO 29,459
LOCAL
FAMILIES



[click for more ▶](#)

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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



[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 and around Hereford and Worcestershire advertisers include:

- Kumon
- NHS
- Perform Performing Arts
- The Children's Society
- Stagecoach
- ... and many more!

**To find out more or to place your advert now call Jo on
07736 945701 or email jo.williams@primarytimes.co.uk**

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



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29,459
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: 4 Nov Publishes: 24 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 Jo on 07736 945701 or email jo.williams@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.