

Bedfordshire & Luton primary times

The definitive what's on and where to go family guide of activities and events for children of primary school age.

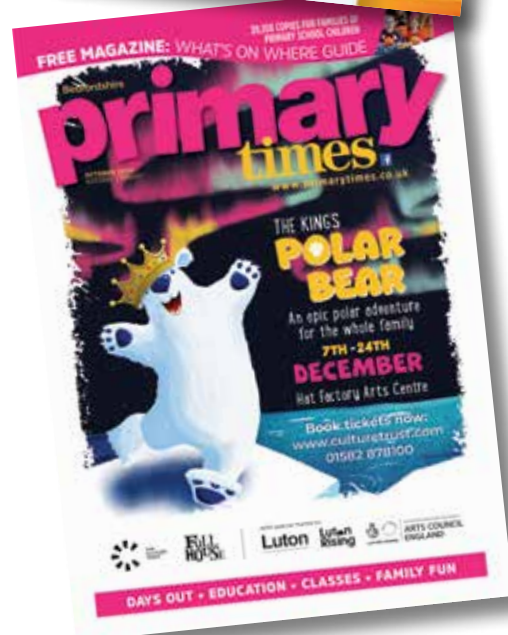
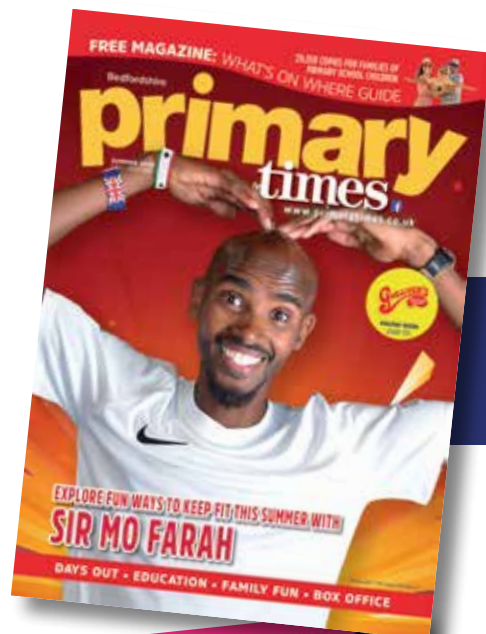
What is Primary Times?

- 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 3 times a year prior to school holidays, Primary Times is distributed to families via their child's school bag.
- Primary Times in Bedfordshire & Luton distributes over 30,000 copies per issue and is part of national networking distributing more than 2.2 million copies in 59 regions across the UK and Ireland. **BPA Audited.**

What's in Primary Times?

- The most comprehensive whats on guide for families in the region.
- Local and national information for parents and teachers in Bedfordshire & Luton including learning and party resources.
- Reader offers and news from local communities and schools.

Over 35
years in
print!



Bedfordshire & Luton primary times

OVER 70%
of our clients
are regular
advertisers

An easy, efficient and cost effective way to directly reach local families.

Why advertise in Primary Times?

- **NICHE MARKETING** – Primary Times is targeted at a very specific market ie families with children. No wastage.
- **EFFECTIVE DISTRIBUTION** - over 30,000 copies to families through primary schools 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 from primarytimes.co.uk and social media
- **ADVERTISER SATISFACTION** - over 70% of our advertisers use us repeatedly - because it works!
- **COST EFFECTIVE** - per 1000 pricing structure offers exceptional value.

Who advertises with us?

- The Mall Shopping Centre • Full House Theatre • Luton Culture • English Heritage
- Kip McGrath • Bedford Borough Council • Stagecoach Performing Arts • The National Trust • Toucan Box • Gullivers Land Theme Park Resort... and many more!



Bedfordshire & 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

**REACHING
over 30,000
local families**





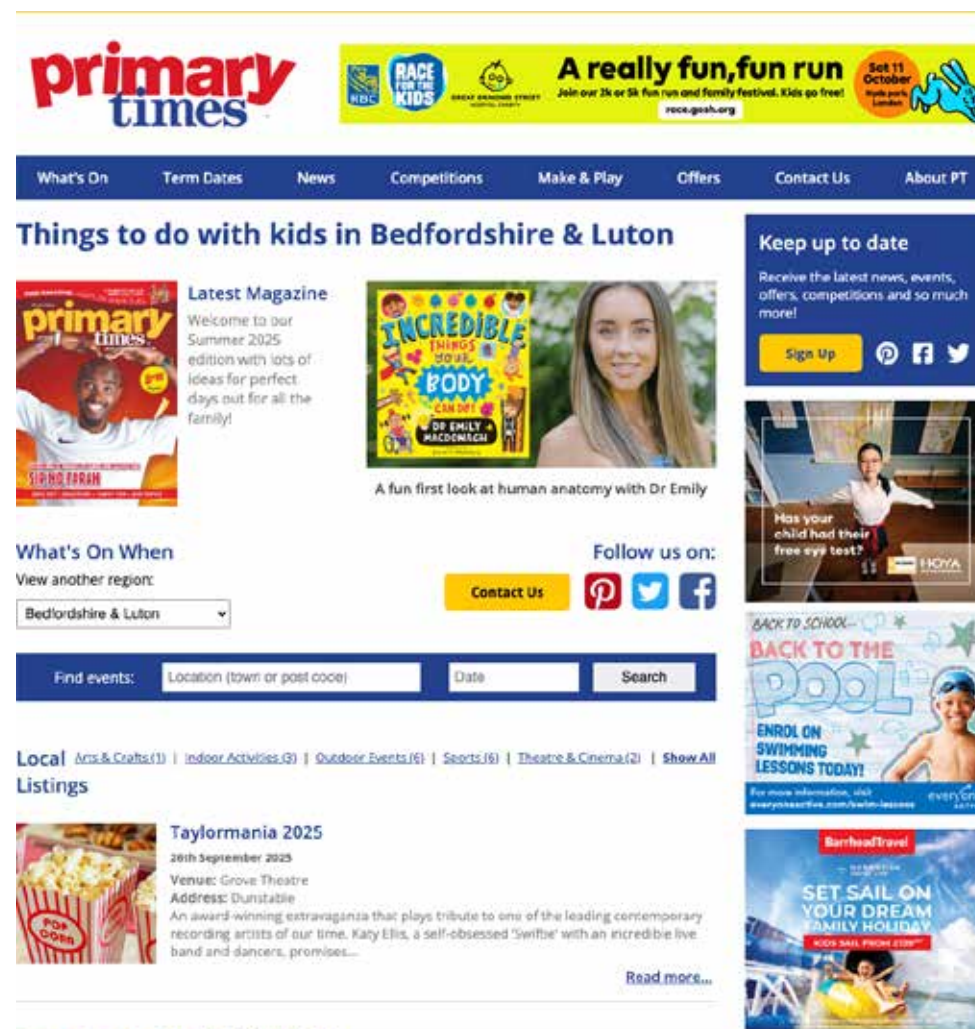
primarytimes.co.uk

www.primarytimes.co.uk features regional and national content including:

- What's on Listings • News • Competitions
- Local information for parents and teachers, including learning resources and party guide

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



To find out more or to place your advert now
call Victoria on **07736 945720** or email victoria.jelleyman@primarytimes.co.uk

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