

Cambridgeshire & South Kesteven 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 5 times a year prior to school holidays, Primary Times is distributed to families via their child's school bag.
- Primary Times in Cambridgeshire & South Kesteven distributes over 36,000 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 Cambridgeshire & South Kesteven including learning and party resources.
- Reader offers and news from local communities and schools.

**Over 35
years in
print!**



Cambridgeshire & South Kesteven 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 36,000 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?

- Cambridge Junction • Skylark Garden Centre • The Peterborough School
- The National Trust • PGL • NSPCC • Premier League Primary Stars... and many more!



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Primary Times Distribution

Primary Times is distributed to primary schools, libraries and other outlets in Cambridgeshire & South Kesteven

Distributed to:

- Peterborough
- Yaxley
- Cambridge
- March
- Chatteris
- Wisbech
- Ely
- Huntingdon
- St Neots
- Bourne
- Stamford
- Spalding
- And many more towns and villages!

REACHING
over **36,000**
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

The screenshot shows the Primary Times website interface. At the top is a navigation bar with links: What's On, Term Dates, News, Competitions, Make & Play, Offers, Contact Us, and About PT. Below this is a banner for 'Things to do with kids in Cambridgeshire'. The main content area includes a 'Latest Magazine' section featuring a 'primary times' magazine cover and a 'What's On When' section with a dropdown menu set to 'Cambridgeshire'. There's also a 'Local Listings' section for 'The Peterborough School - Whole School Open Day' dated 17th September 2025. On the right side, there are several promotional boxes: 'Keep up to date' with a 'Sign Up' button, 'MY SCHOOL FUND' showing '£800K' in rewards, and 'Bartholomew' advertising a 'SET SAIL ON YOUR DREAM FAMILY HOLIDAY' for £109.99. Social media links for Facebook, Twitter, and Pinterest are also visible.

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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