

Gloucestershire 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 7 times a year prior to school holidays, Primary Times is distributed to families via their child's school bag.
- Primary Times in Gloucestershire 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 what's on guide for families in the region.
- Local and national information for parents and teachers in Gloucestershire including learning and party resources.
- Reader offers and news from local communities and schools.

**Over 35
years in
print!**



Gloucestershire 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.

"Painswick Rococo Garden has valued advertising with Primary Times for many years. It's fantastic to have a responsive account manager who is always happy to help us create the best possible ads and editorials. The magazine always looks great, and its wide distribution helps attract families to the Garden. Highly recommended!"

Marta Gardner, Marketing Manager @ Painswick Rococo Garden



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Primary Times Distribution

Distribution areas in Gloucestershire: Tewkesbury, Blockley, Moreton-in-Marsh, Winchcombe, Newent, Prestbury, Guiting Power, Stow-on-the-Wold, Bourton-on-the-Water, Cheltenham, Charlton Kings, Churchdown, Gloucester, Mitcheldean, Forest of Dean, Cinderford, Quedgeley, Hardwicke, Northleach, Cotswolds AONB, Bibury, Painswick, Whitminster, Cinderford, Coleford, Parkend, Whitminster, Painswick, Stroud, Bibury, Fairford, Cirencester, Nailsworth, Lydney, St Briavels, Dursley, Kemble, South Cerney, Tetbury, Wotton-under-Edge, Westonbirt.



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

A screenshot of the Primary Times Gloucestershire website. The header features the 'primary times' logo and a navigation bar with links: What's On, Term Dates, News, Competitions, Make & Play, Offers, Contact Us, and About PT. Below the header, there's a section titled 'Things to do with kids in Gloucestershire'. This section includes a 'Latest Magazine' preview for 'Robin Hood', a 'Back to School' magazine preview, and a photo of a woman with the caption 'A fun first look at human anatomy with Dr Emily'. To the right of the magazine previews is a 'Keep up to date' section with a 'Sign Up' button and social media icons. Below the magazine previews is a 'What's On When' section with a dropdown menu set to 'Gloucestershire'. To the right of this is a 'Follow us on' section with social media icons and a 'Contact Us' button. Below the 'What's On When' section is a search bar with the text 'Find events:' and a 'Search' button. To the right of the search bar is a 'Local Listings' section with a 'Show All' link. Below the 'Local Listings' section is a 'Boosting confidence at Samurai Martial Arts' listing. To the right of the 'Local Listings' section is a 'MY SCHOOL FUND' section with a 'Find out more' link. Below the 'MY SCHOOL FUND' section is a 'Ticket to Antarctica' section with a 'GET YOUR TICKET' button. Below the 'Ticket to Antarctica' section is a 'BACK TO THE POOL' section with a 'ENROL ON SWIMMING LESSONS TODAY!' button.

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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