

Hereford & Worcester 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 Hereford & Worcester distributes over 28,000 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 Hereford & Worcester including learning and party resources.
- Reader offers and news from local communities and schools.

Over **35**
years in
print!



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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 28,000 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?

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

The collage displays four distinct advertisements from Primary Times. The top-left ad is a 'WOW' local events listing for Leicestershire & Rutland, sponsored by the Leicestershire & Rutland County Council. The top-right ad is a colorful 'Put a spring in your step' campaign featuring a fox character and promoting walking, wheeling, and cycling. The bottom-left ad is an article titled 'Fostering: Finding the Avenue for You' from Primary Times, dated 12th to 25th May 2025, featuring a photo of a family. The bottom-right ad is another article titled 'Fostering changed my life - Rachel's story', dated 11th May 2025, featuring a photo of a woman.

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Primary Times Distribution

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

REACHING
over **28,000**
local families





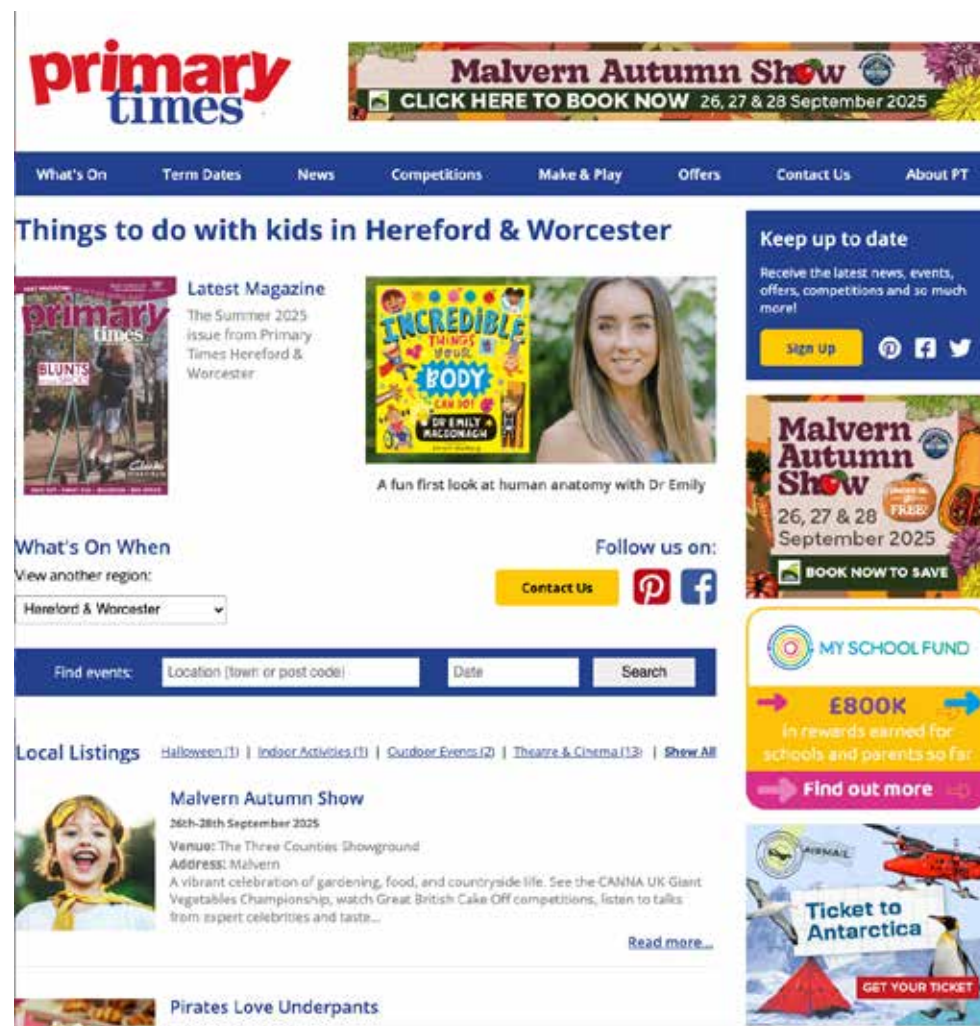
primarytimes.co.uk

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 Jo on **07736 945701** or email jo.williams@primarytimes.co.uk

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