

Hertfordshire 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 Hertfordshire distributes over 56,000 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 Hertfordshire including learning and party resources.
- Reader offers and news from local communities and schools.

**Over 35
years in
print!**

Hertfordshire 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 56,000 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?

- Stagecoach • Kumon • Willows Farm Village • Hertfordshire County Council • Welwyn Hatfield Council • Kip McGrath • Wylllyotts Theatre • Alban Arena Theatre ... and many more!



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REACHING
over **56,000**
local families

Primary Times Distribution

Primary Times is distributed to primary schools and libraries in Hertfordshire in:

- North Herts
- Stevenage
- East Herts
- Dacorum
- St Albans
- Welwyn Hatfield
- Watford
- Three Rivers
- Hertsmere
- Broxbourne





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 Julie on **07736 945749** or email julie.daruvalla@primarytimes.co.uk

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