

Kent 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 Kent distributes over 62,000 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 Kent including learning and party resources.
- Reader offers and news from local communities and schools.

**Over 35
years in
print!**



Kent 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 62,000 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!

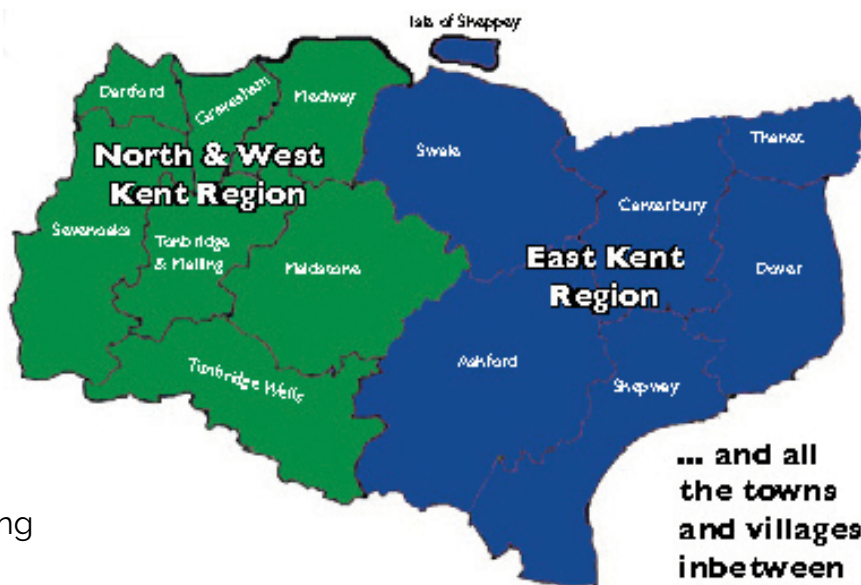


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Primary Times Distribution

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

- Ashford
- Canterbury
- Dartford
- Dover
- Gravesham
- Isle of Sheppey
- Maidstone
- Medway
- Sevenoaks
- Shepway
- Swale
- Thanet
- Tonbridge & Malling
- Tunbridge Wells



... and all
the towns
and villages
inbetween

REACHING
over **62,000**
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 homepage of the Kent Primary Times website. 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 the navigation bar is a banner for 'A really fun, fun run' on Oct 11. The main content area is titled 'Things to do with kids in Kent' and features a 'Latest Magazine' section for 'Back to School 2025' and a 'What's On When' section with a dropdown menu set to 'Kent'. There is a 'Local Listings' section for a 'Sculpture Trail' and a 'Baking Buddies @TheAlex' event. On the right side, there are several promotional boxes: 'Keep up to date' with a 'Sign Up' button, 'KENT COLLEGE, CANTERBURY Open Morning' on Saturday 4 October, 'Find a local optician' with a 'HOYA' logo, and 'MY SCHOOL FUND' showing '£800K' in rewards earned.

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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