

Nottinghamshire 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 Nottinghamshire distributes over 58,000 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 Nottinghamshire 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 58,000 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?

- NHS • Kumon • National Trust • Newark Palace Theatre • YMCA • Nottingham Girls High School • Nottingham Playhouse • Mansfield Palace Theatre • Razzamatatz • Specsavers
- Stagecoach • E-ON • Perform Performing Arts... and many more!



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Primary Times Distribution

Primary Times is distributed to primary schools and libraries in Nottinghamshire.



REACHING
over **58,000**
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 Nottinghamshire website. The header features the 'primary times' logo and a banner for 'The Smeds and the Smoos' event. A navigation bar includes links like 'What's On', 'Term Dates', 'News', 'Competitions', 'Make & Play', 'Offers', 'Contact Us', and 'About PT'. The main content area is titled 'Things to do with kids in Nottinghamshire' and includes a 'Latest Magazine' section with a 'Back to School 2025' issue, a 'What's On When' section with a location dropdown set to 'Nottinghamshire', and a 'Local Listings' section featuring 'Steam into summer at Statfold' and 'Family Forest Trail at Hicks Lodge'. On the right, there's a 'Keep up to date' section with a 'Sign Up' button and social media icons, and a 'YMCA Camp Williams' advertisement. The bottom of the page shows a search bar for events with fields for 'Location (town or post code)', 'Date', and a 'Search' button.

To find out more or to place your advert now
call Gareth on **07719 050758** or email gareth.macfarlane@primarytimes.co.uk

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