

South London 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 South London distributes over 41,000 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 South London including learning and party resources.
- Reader offers and news from local communities and schools.

Over 35
years in
print!



South London 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 41,000 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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REACHING
over **41,000**
local families

Primary Times Distribution

Primary Times is distributed to primary schools and libraries in South London in:

- Lambeth
- Southwark
- Lewisham
- Croydon



... and all the places inbetween





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 website. At the top is a yellow banner for a 'A really fun, fun run' on Sat 11 October. Below this is a blue navigation bar with links: 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 London, South'. It features a 'Latest Magazine' section with a 'Back to School 2025' edition, a 'What's On When' section with a dropdown menu set to 'London, South', and a 'Local Listings' section. The 'Local Listings' section includes 'The Robot Zoo' (14th February-2nd November 2025) and 'Guess How Much I Love You - A Garden Adventure' (15th February-31st December 2025). On the right side, there are several promotional boxes: 'Keep up to date' with a 'Sign Up' button, 'BECOME A NATURE ADVENTURER', 'CHRISTMAS FAMILY CONCERTS', and 'MY SCHOOL FUND' which shows '£800K in rewards earned for schools and parents so far' and a 'Find out more' button.

To find out more or to place your advert now

call Andrew on **07719 050761** or email andrew.langridge@primarytimes.co.uk

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