

# Somerset 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 4 times a year prior to school holidays, Primary Times is distributed to families via their child's school bag.
- Primary Times in Somerset distributes over 29,000 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 Somerset 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 29,000 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.

The collage displays four issues of the Primary Times magazine. The top-left issue features a 'WOW' section with local events and a 'SAY YOU SAW IT IN primary' badge. The top-right issue is titled 'Put a spring in your step' and features a cartoon fox character. The bottom-left issue is titled 'Fostering: Finding the Avenue for You' and includes a photo of a family. The bottom-right issue is titled 'Fostering changed my life - Rachel's story' and features a portrait of a woman.

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## Primary Times Distribution

Primary Times is distributed to primary schools, libraries in Somerset

REACHING  
over **29,000**  
local families





[primarytimes.co.uk](http://primarytimes.co.uk)

[www.primarytimes.co.uk](http://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 Somerset website. At the top is a yellow banner for a 'RACE FOR THE KIDS' event on Oct 11, with a 'A really fun, fun run' headline and a link to 'race-goth.org'. Below the banner is a dark blue navigation bar with links: What's On, Term Dates, News, Competitions, Make &amp; Play, Offers, Contact Us, and About PT. The main content area has a heading 'Things to do with kids in Somerset'. It features a 'Latest Magazine' section with a 'Back to School 2025' issue cover and a 'What's On When' section with a dropdown menu set to 'Somerset'. To the right is a 'Keep up to date' sidebar with a 'Sign Up' button and social media icons. Below the main heading are several featured articles: 'The Back to School 2025 issue out', 'INCREIBLE THINGS YOU CAN DO! DO EMILY MACDONAGH', 'A fun first look at human anatomy with Dr Emily', 'LET THEIR IMAGINATIONS TAKE FLIGHT', and 'BACK TO SCHOOL BACK TO THE POOL'. At the bottom, there's a 'Local Listings' section for 'Play Croquet on the Cedar Lawn' and a 'Read more...' link.

To find out more or to place your advert now

call Victoria on **07736 945720** or email [victoria.jelleyman@primarytimes.co.uk](mailto:victoria.jelleyman@primarytimes.co.uk)

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