

primary times

East and West Sussex

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 East and West Sussex distributes over 75,000 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 East and West Sussex including learning and party resources.
- Reader offers and news from local communities and schools.

Over 35
years in
print!



East and West Sussex 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 75,000 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?

- 1st choice Inflatables. • Amberley Museum • Bluebell Railway • Paradise Park
- Wildfowl and Wetlands Trust • National Trust... and many more!



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REACHING
over **75,000**
local families

Primary Times Distribution

Primary Times is distributed to primary schools and libraries in East and West Sussex in:

West Sussex:

- Petworth • Chichester
- Bognor Regis
- Arundel
- Pulborough
- Worthing • Horsham
- Littlehampton
- Crawley • East Grinstead • Haywards Heath
- Burgess Hill
- Shoreham by Sea

East Sussex:

- Forest Row • Uckfield
- Lewes • Brighton and Hove
- Newhaven
- Eastbourne
- Hailsham • Battle
- Bexhill on Sea
- Hastings • Rye





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 Primary Times website interface. At the top, there's a navigation bar with links: What's On, Term Dates, News, Competitions, Make & Play, Offers, Contact Us, and About PT. Below this is a section titled 'Things to do with kids in Sussex'. It features a 'Latest Magazine' preview for 'Back to School 2025' and a 'What's On When' section with a dropdown menu set to 'Sussex'. A search bar is available with fields for 'Find events:', 'Location (town or post code)', 'Date', and a 'Search' button. The 'Local Listings' section includes 'Wilfrid the Seal - Trail for Children and Families' and 'Hurrah for Shippam's'. On the right side, there are several promotional banners: 'A really fun, fun run' for the 'Race for the Kids', 'Keep up to date' with a sign-up button, 'BACK TO SCHOOL... BACK TO THE POOL' for swimming lessons, 'MY SCHOOL FUND' for £800K in rewards, and 'Ticket to Antarctica'.

To find out more or to place your advert now
call Catherine on **07719 050762** or email catherine.dillon@primarytimes.co.uk

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