

London Area 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.
- Part of a national network of 59 regional editions distributing 2.2 million copies to primary schools, Primary Times has been tried, tested and trusted since 1989.

What's in Primary Times?

- The most comprehensive what's on guide for parents of children (4-11 years) in the region.
- Local and national information specifically for parents in and around the London area.
- Reader offers and news from local communities and schools.
- Competitions from local and national advertisers.

Over 35
years in
print!



London Area 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 highly targeted at a very specific market ie families with children. No wastage.
- **EFFECTIVE DISTRIBUTION** - 273,000+ copies to families through primary schools. One copy is allocated per family 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 and support from www.primarytimes.co.uk
- **ADVERTISER SATISFACTION** - over 70% of our advertisers use us repeatedly - because it works!
- **COST EFFECTIVE** - per 1000 our pricing structure offers exceptional value.

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REACHING
over **273,000**
local families

Primary Times Distribution

Primary Times is distributed to primary schools and libraries within the six below regions:

South West London 37,350

South London 40,087

South East London 50,000

East London 51,690

North London 43,275

West London 53,697





LET'S GET MOVING with Sir Mo Farah

Primary Times speaks with Sir Mo Farah, exploring fun ways to keep fit this summer and the exciting 'Boris Masson' initiative.



TOP TIPS FOR CHOOSING YOUR CHILD'S SECONDARY SCHOOL

Primary Times have gathered some helpful advice to try and make searching through school options that little bit easier.



WIN!

To enter these competitions please visit:
www.primarytimes.co.uk/competitions

WIN A FREE SUMMER CAMP AT PGL WORTH UP TO £398 AT YOUR UK CENTRE OF CHOICE



PGL are looking for six kids to try their first camp for free this summer holiday! Your child plus a friend could win an all-inclusive one or two night Multi-Activity Camp for three kids. The action-packed itinerary includes outdoor adventure activities like raft building, abseiling, zip wires and more!

FOR YOUR CHANCE TO WIN ONE OF THREE PRIZES, SIMPLY ENTER:
<https://adventuresandholidays.pgl.co.uk/pgl/kids-camps-primary-camp/>

T&Cs Apply | Closing Date 2nd June 2022

WIN A FAMILY TICKET TO THE SUMMER FAMILY FESTIVAL AT HARROW LODGE PARK, HORNCHURCH



The Summer Family Festival returns to Hornchurch East London this July! A great day out featuring theatre acts, family shows and loads of attractions. For 10% off visit www.hornchurch.gov.uk and use the code **PRIMARY10**.

FOR A CHANCE TO WIN SIMPLY ANSWER...
What colour is the 'FAMILY' tent on the front page of this magazine?
A) Red B) Yellow C) Blue D) Green

T&Cs Apply | Closing Date 12th June 2022

WIN A MYFIRST CAMERA 50



myFirst Camera 50 is a cutting-edge AI-powered camera designed to inspire creativity and storytelling in children. With an intuitive interface, advanced AI editing, and secure sharing features, it allows kids to capture moments, express themselves and connect safely. myFirst Camera 50 is available to purchase from uk.myfirst.tech

FOR A CHANCE TO WIN SIMPLY ANSWER...
Who invented the first digital camera?
A) Steve Jobs B) Steve Jobs C) William Culbert

T&Cs Apply | Closing Date 1st June 2022

WIN A FREE DAY PASS AT A MEGA CAMPS VENUE OF YOUR CHOICE THIS SUMMER HOLIDAY



Head to the Mega Camps website to find the answer to the question below.

FOR A CHANCE TO WIN SIMPLY ANSWER...
Which one of these activities takes place at Mega Camps in the summer holidays?
A) Football B) Badminton C) Hockey

T&Cs Apply | Closing Date 18th June 2022

KIDS ZONE

We love paper at Primary Times... LOVE PAPER

Why have we teamed up with www.lovepaper.org to promote the benefits of paper and we have some fun paper-based activities for you to enjoy!

Did you know?
Paper is made from trees.
Paper is a natural material.
Paper is a renewable resource.
Paper is a biodegradable material.
Paper is a recyclable material.
Paper is a sustainable material.

Crossword

Forest Animals



Naughts and Crosses



Word Search



Origami



www.lovepaper.org

London Area primary times

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 for the London Area. At the top, there is a navigation bar with links for 'What's On', 'Term Dates', 'News', 'Competitions', 'Make & Play', 'Offers', 'Contact Us', and 'About PT'. A prominent banner advertises a 'RACE FOR THE KIDS' event on Saturday 11 October at Hyke Park, London, with a 'A really fun, fun run' theme. Below the navigation, the main content area is titled 'Things to do with kids in London, South'. It features a 'Latest Magazine' section for the 'Back to School 2025' edition, a featured article 'A fun first look at human anatomy with Dr Emily' with a 'Contact Us' button, and social media follow buttons for Pinterest and Twitter. A search bar is located below the main content, with fields for 'Find events', 'Location (town or post code)', 'Date', and 'Search'. The 'Local Listings' section includes 'The Robot Zoo' (14th February-2nd November 2025) and 'Guess How Much I Love You - A Garden Adventure' (19th 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' featuring 'THE SNOWMAN', and 'MY SCHOOL FUND' with a 'Find out more' button.