



## 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 each school holiday plus a 'Back to School' issue in September, Primary Times is distributed to families via their child's school bag.
- Part of a national network of 59 regional editions distributing 2.7 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 Oxfordshire.
- Reader offers and news from local communities and schools.



**NOP confirms  
Primary Times  
is the UK's most  
read listings  
and information  
publication for  
parents.**

[click for more ▶](#)



70% OF OUR  
CLIENTS ARE  
REGULAR  
ADVERTISERS

## 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** – 45,000 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.net](http://www.primarytimes.net)
- **ADVERTISER SATISFACTION** – 70% of our advertisers use us repeatedly – because it works!
- **COST EFFECTIVE** – per 1000 our pricing structure offers exceptional value.

“We have been using Primary Times for the last 3 years and it's great for highlighting events and raising awareness of the Cotswold Wildlife Park to our target market. Lots of people have commented on our ad in the magazine.” Anna Fletcher, Cotswold Wildlife Park

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"Friends of Benson School and the Youth Club hold a Summer and Christmas Fayre each year to raise vital funds. We are very grateful to Primary Times for supporting us with an entry in the WOW guide for our Summer Fayre – with their support we managed to attract over 900 people and raise a huge amount of money for the school. Thank you Primary Times, we were absolutely delighted!" Jo Whittaker

## Primary Times Distribution

Primary Times in Oxfordshire is distributed to primary schools, libraries and other outlets in:

- Abingdon
- Banbury & surrounds
- Bicester
- Burford
- Chinnor
- Chipping Norton
- Didcot
- Faringdon
- Finmere
- Henley & surrounds
- Kidlington
- Lechlade
- Oxford
- Thame
- Wallingford
- Wantage
- Watlington & Chalgrove
- Witney
- Woodstock



**DISTRIBUTED  
TO 45,000  
OXFORDSHIRE  
FAMILIES**



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more ►



**primarytimes.net**

**www.primarytimes.net** features regional and national content including:

- What's on Listings • News • Competitions
- Local information for families

**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



**PRIMARY  
TIMES IS ALSO  
AVAILABLE IN  
THE APP  
STORE**



“Primary Times is a great way to get information across to parents around the local county. Launching two new events in one year was a concern but both have had record numbers for a first year and this is down to great advertising. Both events were advertised through Primary Times. The service is fantastic and the team at the Primary Times are always very helpful.”

**Gemma, Waterperry Gardens**



**click for more ▶**





## Share in the success!

Reaching more than 2 in 3 families who have children attending primary school, it is not surprising that Primary Times in Oxfordshire advertisers include:

- Abingdon Prep
- Blenheim Palace
- Chipping Norton Theatre
- Cornerstone Arts
- Crocodiles of the World
- Fairytale Farm
- Kumon
- Oxford City Council
- Oxford Museum
- Oxfordshire County Council
- River & Rowing Museum
- Stagecoach
- ... and many more!

**To find out more or to place your advert now call Marie on 01491 411848 or email [ptoxon@schoolspublishing.co.uk](mailto:ptoxon@schoolspublishing.co.uk)**

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