

# Avon primary times



## 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 2.2 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 Avon.
- Reader offers and news from local communities and schools.
- Competitions from local and national advertisers.



Total Average Qualified  
Circulation: 67,454  
BPA March Statement 2018

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OVER 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** - 58,500 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** - 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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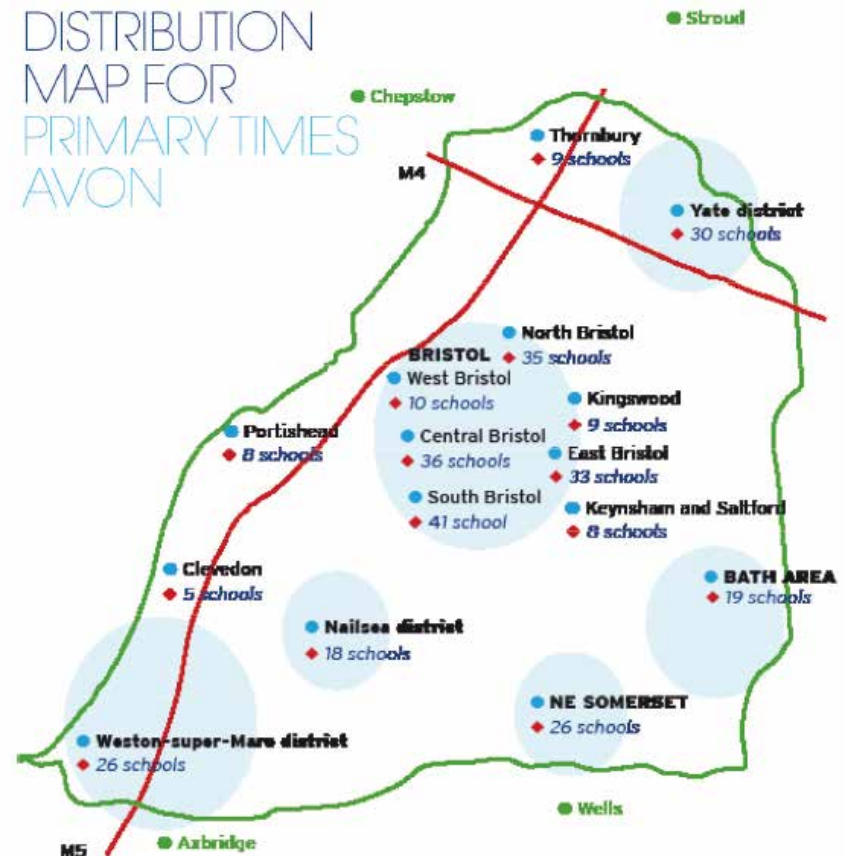
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## Primary Times Distribution

Primary Times in Avon is distributed to primary schools and libraries in the following districts:

- Bath
- Bristol
- Nailsea
- NE Somerset
- Weston-super-Mare
- Yate

**DISTRIBUTED  
TO 58,500  
AVON FAMILIES**



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# Avon primary times

[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 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



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## 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 Avon advertisers include:

- Avon Valley Railway
- Bristol Aquarium
- Bristol Grammar School
- Bristol Zoo
- Cotswold Farm Park
- Crealy Theme Park & Resort
- Kumon
- Longleat
- Mojo Active
- Slimbridge Wetland Centre
- Tobacco Factory
- Weymouth SEA LIFE Adventure Park
- ... and many more!

**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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