

# Lancashire 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 4 times a year prior to a school holiday. Primary Times is distributed to families via their child's school bag.
- Primary Times in Lancashire distributes 30,000 copies four times a year 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 Lancashire including learning and party resources.
- Reader offers and news from local communities and schools.



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OVER 70% OF  
OUR CLIENTS  
ARE REGULAR  
ADVERTISERS

## Why advertise in Primary Times?

- **NICHE MARKETING** – Primary Times is targeted at a very specific market ie families with children. No wastage.
- **EFFECTIVE DISTRIBUTION** - 30,000 **(BPA Audited)** 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.net 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?

- Blackpool Pleasure Beach • Lancashire County Council • Blackburn Business Improvement District • Winter Gardens • Grand Theatre, Blackpool
- Affinity Lancashire • Trinity Hospice • Preston City Council
- Lancaster City Council • WWT Martin Mere • The Flower Bowl
- ... and many more!



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## Primary Times Distribution

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



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[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

**To find out more or place your advert call Marie McArthur on 07736 945698 or email [marie.mcarthur@primarytimes.co.uk](mailto:marie.mcarthur@primarytimes.co.uk)**

Schools Publishing Limited, 6 Swan Court, Forder Way, Hampton, Peterborough, Cambridgeshire, PE7 8GX.

