North London

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 Nottinghamshire.
- Reader offers and news from local communities and schools.
- Competitions from local and national 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 45,772 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.





Primary Times Distribution

Primary Times in North London is distributed to primary schools and libraries in the following boroughs:

- Barnet
- Camden
- Enfield
- Hackney
- Haringey
- Islington

DISTRIBUTED
TO 45,772
NORTH LONDON
FAMILIES





click for more



PRIMARY

THE APP

STORE

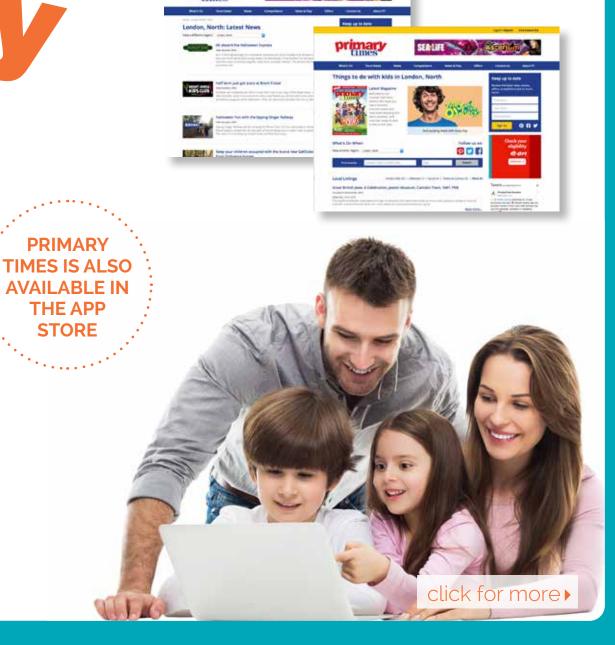
primarytimes.co.uk

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





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 North London advertisers include:

- Bloomsbury Theatre
- Brent Cross
- Enfield Council
- The Postal Museum
- Hackney Empire
- Great Ormond Street Hospital
- North Bridge High School
- Kumon

- Lee Valley
- Mill field Theatre
- Perform Performing Arts
- The Children's Society
- Stagecoach
- · UCS School

... and many more!



To find out more or to place your advert now call Gareth on 07719 050758 or email gareth.macfarlane@primarytimes.co.uk

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