#### **Nottinghamshire**

# 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.
- $\boldsymbol{\cdot}$  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 58,726 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
- 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 is distributed to primary schools and libraries in Nottinghamshire.

DISTRIBUTED
TO 58,726
LOCAL
FAMILIES





click for more



#### primarytimes.co.uk

www.primarytimes.co.uk features regional and national content including:

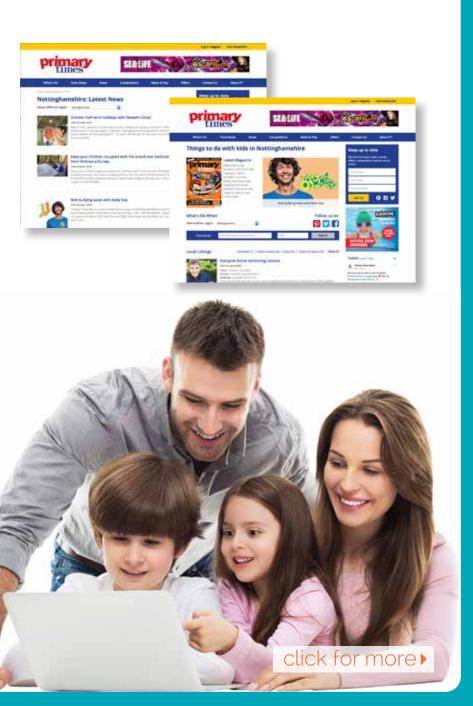
- What's on ListingsNewsCompetitions
- Local information for families

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





#### 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 and around Nottinghamshire advertisers include:

- NHS
- Kumon
- National Trust
- Newark Palace Theatre
- YMCA
- Nottingham Girls High School
- Nottingham Playhouse

- Mansfield Palace Theatre
- Razzamataz
- Specsavers
- Stagecoach
- E-ON
- Perform Performing Arts
- ... and many more!

To find out more or to place your advert now call Shayne Hubbard on 07736 945750 or email shayne.hubbard@primarytimes.co.uk

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