

2025 Media Pack

DISTRIBUTED  
TO 40,681  
LOCAL  
FAMILIES



# Derbyshire & Staffordshire 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 6 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.
- Primary Times in Derbyshire and Staffordfordshire distributes 40,681 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 Derbyshire and Staffordshire including learning and party resources.
- Reader offers and news from local communities and schools.

PRIMARY  
TIMES IS ALSO  
AVAILABLE IN  
THE APP  
STORE

[click for more ▶](#)

# Derbyshire & Staffordshire primary times

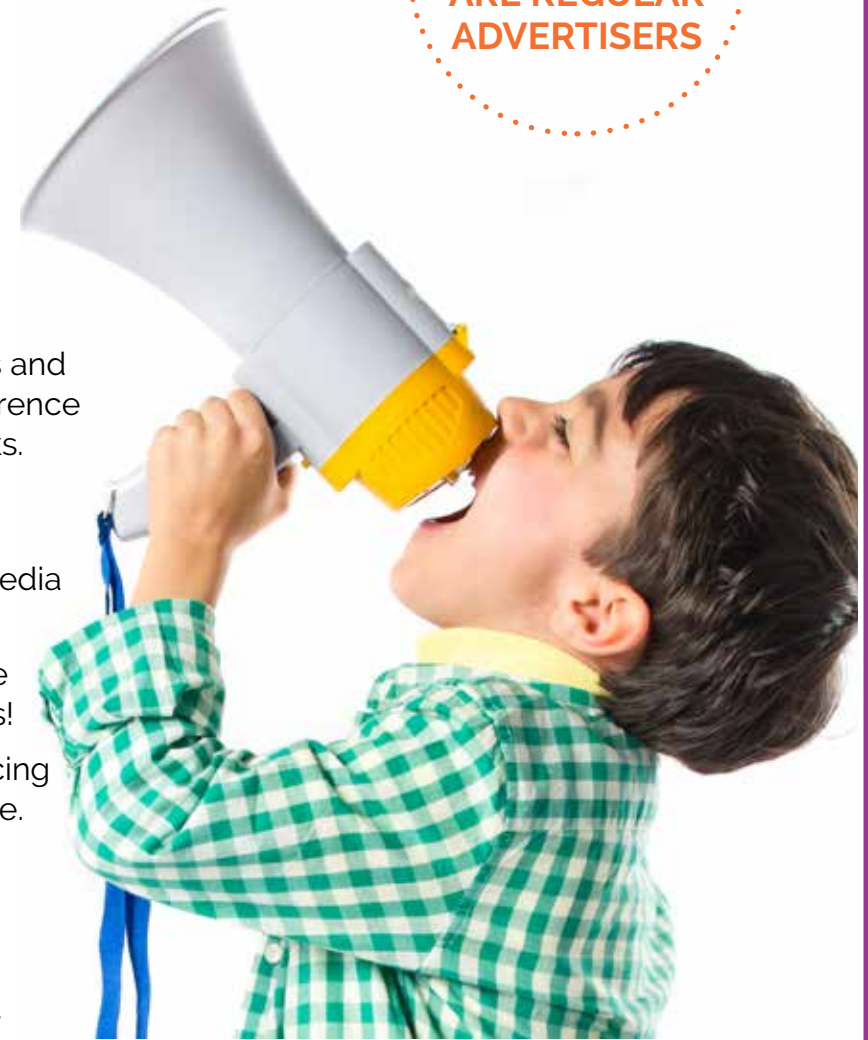
OVER 70% OF  
OUR CLIENTS  
ARE REGULAR  
ADVERTISERS

## Why advertise in Primary Times?

- **NICHE MARKETING** – Primary Times is targeted at a very specific market ie families with children. No wastage.
- **EFFECTIVE DISTRIBUTION** - 40,681 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.co.uk 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?

- Derbyshire County Council • National Memorial Arboretum • Drayton Manor
- Derby High School Trust • Buxton Crescent Heritage Trust • Derby Grammar School • Derby City Council • Derby Museums • National Adventure Farm • Staffordshire County Council • National Memorial Arboretum • St Giles Hospice • Lichfield Cathedral
- Drayton Manor • Stafford Grammar School • New Vic Theatre • Statfold Railway
- National Adventure Farm .. and many more!



[click for more ▶](#)

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## Primary Times Distribution

Primary Times is distributed to primary schools, libraries and other outlets in Derbyshire and Staffordshire.

"Thank you all for a fantastic magazine that we have been using as our school holidays 'bible' for years. We've visited so many places featured in your magazine and I know many other Mums who read it from cover to cover also."

**The Robertson Family**



Derbyshire & Staffordshire

# 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 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 Deborah Grace on 07736 945755 or email [deborah.grace@primarytimes.co.uk](mailto:deborah.grace@primarytimes.co.uk)**

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