

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 East and West Sussex.
- Reader offers and news from local communities and schools.
- Competitions from local and national advertisers.



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East and West Sussex primary times

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** - 76,890 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.

Testimonial

"Amberley Museum is proud to work with Primary Times magazine, as it provides an ideal platform to connect with families and schools across the region. By placing an ad in each of the seven issues throughout the year, we ensure our programs and events reach thousands of local parents and teachers who value educational and engaging experiences. This partnership has significantly boosted our visibility, allowing us to share our unique heritage offering with audiences who may otherwise not have discovered us. Primary Times continues to be a valuable resource in helping us inspire a new generation to explore and appreciate the South's Working Past."

Joe, Amberley Museum

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DISTRIBUTED
TO 76,890
LOCAL
FAMILIES

Primary Times Distribution

Primary Times is distributed to primary schools and libraries in East and West Sussex in:

West Sussex: • Petworth • Chichester • Bognor Regis
• Arundel • Pulborough • Worthing • Horsham • Littlehampton
• Crawley • East Grinstead • Haywards Heath • Burgess Hill
• Shoreham by Sea

East Sussex: • Forest Row • Uckfield • Lewes • Brighton and Hove
• Newhaven • Eastbourne • Hailsham • Battle
• Bexhill on Sea • Hastings • Rye



... and all the towns and villages inbetween



[click for more ▶](#)

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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



[click for more ▶](#)

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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 and around East and West Sussex advertisers include:

- 1st choice Inflatables.
- Amberley Museum
- Bluebell Railway
- Paradise Park
- Wildfowl and Wetlands Trust
- National Trust
- ... and many more!

To find out more or to place your advert now call Catherine on 07719 050762 or email catherine.dillon@primarytimes.co.uk

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