

# Gloucestershire 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 Gloucestershire.
- Reader offers and news from local communities and schools.
- Competitions from local and national advertisers.

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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** - 36,087 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](http://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.



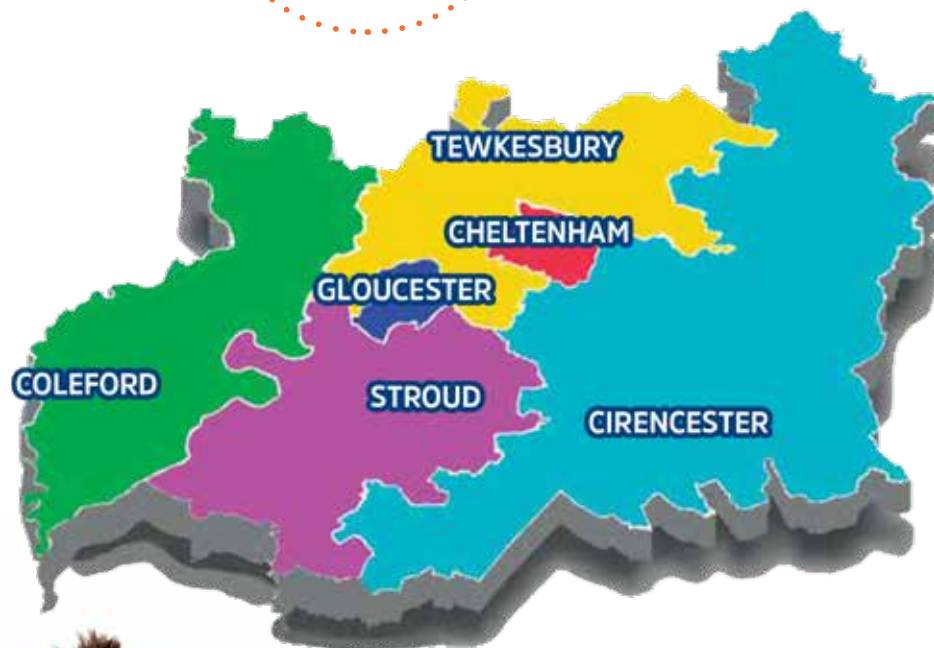
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DISTRIBUTED  
TO 37,230  
LOCAL  
FAMILIES

## Primary Times Distribution

Distribution areas in Gloucestershire: Tewkesbury, Blockley, Moreton-in-Marsh, Winchcombe, Newent, Prestbury, Guiting Power, Stow-on-the-Wold, Bourton-on-the-Water, Cheltenham, Charlton Kings, Churchdown, Gloucester, Mitcheldean, Forest of Dean, Cinderford, Quedgeley, Hardwicke, Northleach, Cotswolds AONB, Bibury, Painswick, Whitminster, Cinderford, Coleford, Parkend, Whitminster, Painswick, Stroud, Bibury, Fairford, Cirencester, Nailsworth, Lydney, St Briavels, Dursley, Kemble, South Cerney, Tetbury, Wotton-under-Edge, Westonbirt.



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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 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



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