

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

[click for more ▶](#)

Hertfordshire 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** - 57,136 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.



[click for more ▶](#)

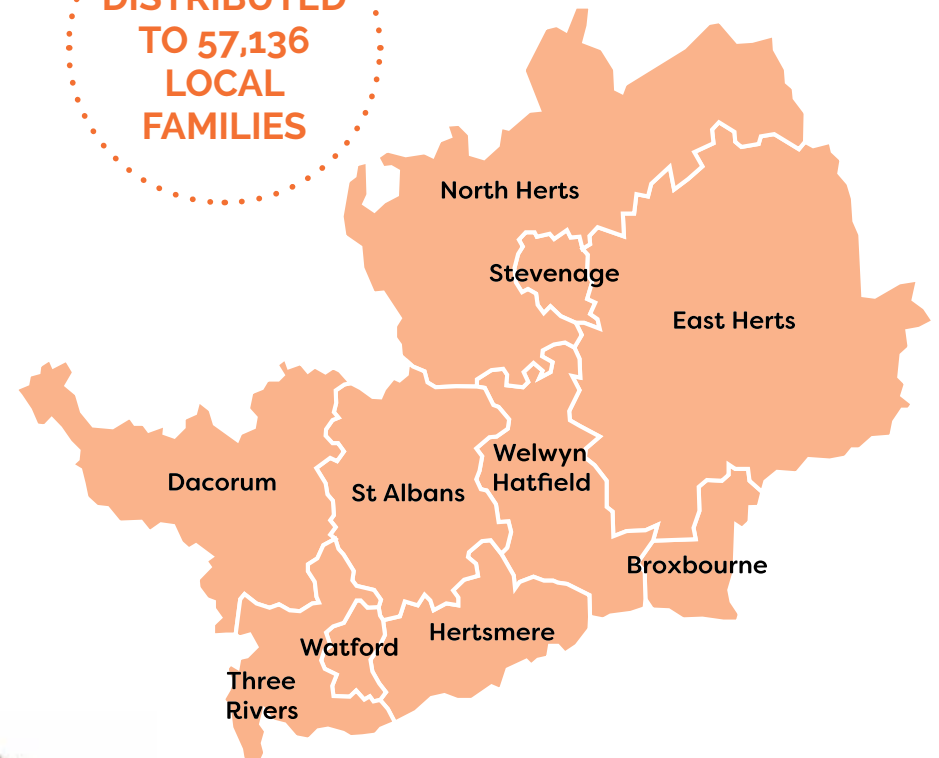
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Primary Times Distribution

Primary Times is distributed to primary schools and libraries in Hertfordshire in:

- North Herts
- Stevenage
- East Herts
- Dacorum
- St Albans
- Welwyn Hatfield
- Watford
- Three Rivers
- Hertsmere
- Broxbourne

DISTRIBUTED
TO 57,136
LOCAL
FAMILIES



[click for more ▶](#)

Hertfordshire primary times



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 ▶](#)

Hertfordshire primary times

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 Hertfordshire advertisers include:

- Stagecoach
- Kumon
- Willows Farm Village
- Hertfordshire County Council
- Welwyn Hatfield Council
- Kip McGrath
- Wyllyotts Theatre
- Alban Arena Theatre
- ... and many more!

To find out more or to place your advert now call Julie on 07736 945749 or email julie.daruvalla@primarytimes.co.uk

Schools Publishing Limited, 6 Swan Court, Forder Way, Hampton, Peterborough, Cambridgeshire, PE7 8GX.



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57,136
copies per issue



Digital
Advertising:

MPU
£POA per
calendar month

Leader board
£POA per calendar month



2025 Publication dates

February Half Term

Copy by: 14 Jan Publishes: 3 Feb

Easter

Copy by: 11 Mar Publishes: 31 Mar

May Half Term

Copy by: 22 Apr Publishes: 12 May

Summer

Copy by: 17 June Publishes: 7 July

Back to School

Copy by: 12 Aug Publishes: 1 Sept

October Half Term

Copy by: 23 Sept Publishes: 13 Oct

Winter

Copy by: 4 Nov Publishes: 24 Nov

File formats: We prefer high resolution PDFs with all colours set to CMYK and all fonts embedded. We can also use TIFF and JPEG files (CMYK, 300dpi). We can't accept Word, Publisher or Powerpoint files.

Advertising Rates*

Sixteenth Page **£150**

W43mm x H66mm or W90mm x 30mm

Eighth Page **£299**

W90mm x H66mm or W43mm x H135mm

Quarter Page **£511**

W90mm x H135mm or W184mm x H66mm

Half Page **£920**

W184mm x H135mm or W90mm x H273mm

Full Page **£1,644**

For a full bleed advert: W216mm x H303mm.
For an advert with a white border all the way round: W184mm x H273mm

Front Cover **£1,512**

W194mm x H275mm

OB Cover **£1,771**

For a full bleed advert: W216mm x H303mm

Inserts **£35.00 per thousand**

Minimum 10,000

3 series rate 10% discount

£135

Per Issue

£270

Per Issue

£460

Per Issue

£828

Per Issue

£1,480

Per Issue

£1,361

Per Issue

£1,594

Per Issue

4 series + rate 15% discount

£128

Per Issue

£255

Per Issue

£435

Per Issue

£782

Per Issue

£1,398

Per Issue

£1,286

Per Issue

£1,506

Per Issue

Place your advert now! Call Julie on 07736 945749 or email julie.daruvalla@primarytimes.co.uk

Terms & Conditions: New advertisers: Payment in advance for the first advert placed. Repeat advertisers: Payment to be made within 14 days of publication. Cancellations: must be made not less than four weeks prior to the advised copy deadline date. Failure to comply will result in a charge being made for the full cost of the advertisement space booked. *Prices are per issue, and exclude VAT.