

# Leicestershire & Rutland 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 and 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 school, Primary Times has been tried, tested and trusted since 1989.

## What's in Primary Times?

- The most comprehensive whats on guide for parents of children (4-11 years) in the region.
- Local and national information specifically for parents in Leicestershire & Rutland.
- Reader offers and news from local communities and schools.



DISTRIBUTED  
TO 52,083  
LOCAL  
FAMILIES

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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** - 52,083 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?

- Leicestershire County Council • NHS Leicestershire Trust • Leicester City Council • Belvoir Castle • Spark Arts for Children • BID Leicester • National Space Centre • Leicestershire County Cricket Club • Rainbows Hospice



[click for more ▶](#)

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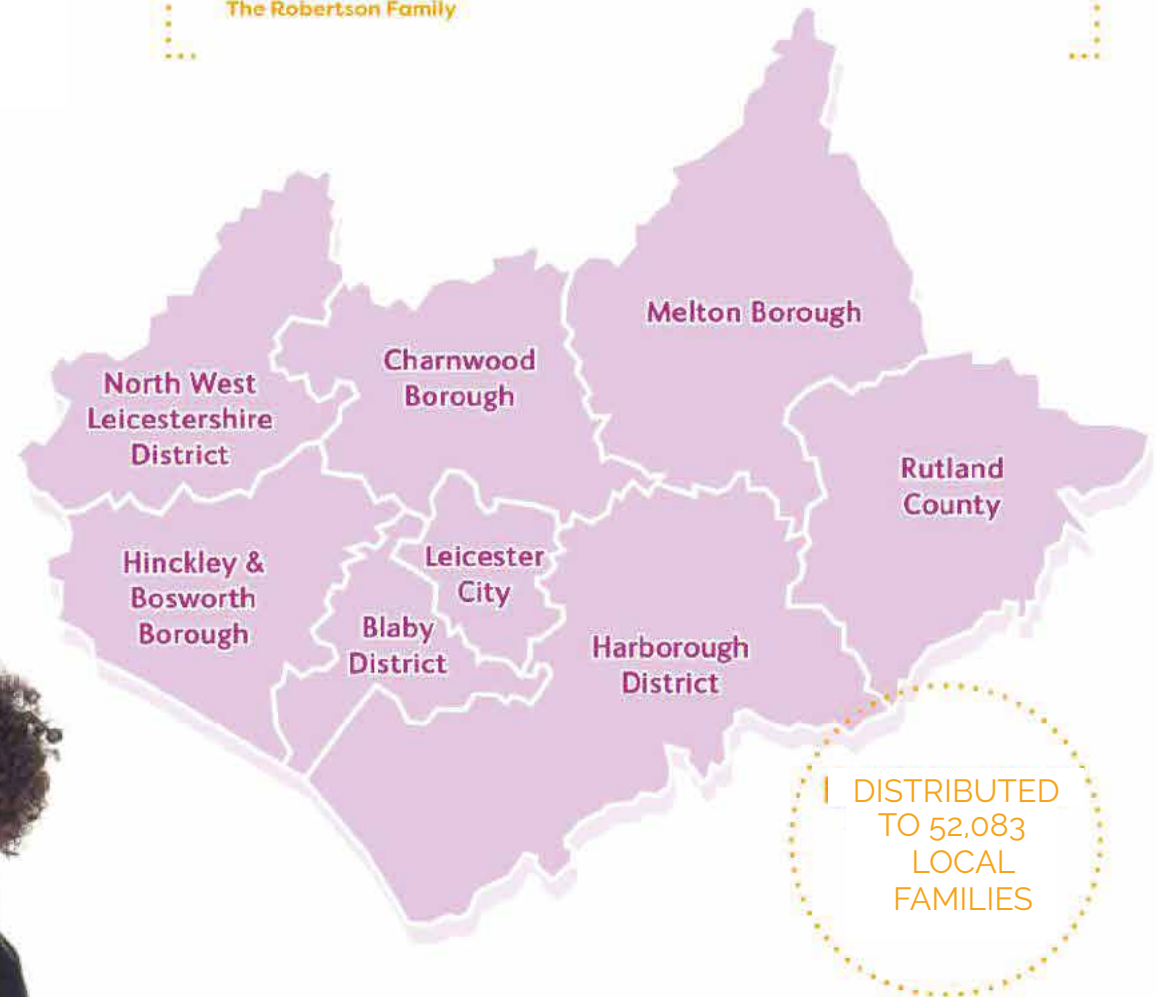
"Thank you all for a fantastic magazine that we have been using as our school holidays 'bible' for years. We've visited so many places featured in your magazine and I know many other Mums who read it from cover to cover also."

The Robertson Family

## Primary Times Distribution

Primary Times in Leicestershire & Rutland is distributed to primary schools and libraries in:

- North West Leicestershire District
  - Hinckley & Bosworth Borough
  - Charnwood Borough • Leicester City
  - Blaby District • Melton Borough
  - Harborough District • Rutland County
- ... and towns and villages in between





Leicestershire & Rutland

# primary times

[www.primarytimes.co.uk](http://www.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



To find out more or to place your advert now call Karen Gardiner on 07736 945757 or email [karen.gardiner@primarytimes.co.uk](mailto:karen.gardiner@primarytimes.co.uk)

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