

# 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 the London area.
- Reader offers and news from local communities and schools.
- Competitions from local and national advertisers.

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## 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** - 284,089 copies to families through primary schools. One copy is allocated per family and taken home in the children's book bags.  
There are six editions that cover London:
  - **West London** (covering the boroughs of Hillingdon, Harrow, Brent, Ealing, Hounslow, Hammersmith & Fulham, Kensington & Chelsea and City of Westminster)
  - **North London** (covering the boroughs of Barnet, Enfield, Haringey, Camden,

Islington and Hackney), East London (covering the boroughs of Havering, Barking & Dagenham, Redbridge, Newham, Waltham Forest and Tower Hamlets)

• **South East London** (covering the boroughs of Bexley, Bromley and Greenwich)

• **South London** (covering the boroughs of Croydon, Lambeth, Southwark and Lewisham) and

• **South West London** (covering the boroughs of Richmond upon Thames, Kingston upon Thames, Merton, Wandsworth and Sutton) with a total of 294,000+ copies, helping parents plan school holidays, weekends and 'after school' activities for the whole family.

- **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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# London Area primary times

## Primary Times Distribution

Primary Times South West London 38,070

Primary Times South London 42,030

Primary Times South East London 51,000

Primary Times East London 51,510

Primary Times North London 45,772

Primary Times West London 55,707

**DISTRIBUTED  
TO 284,089  
LONDON  
FAMILIES**



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