

Oxfordshire 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.
- Primary Times in Oxfordshire distributes 35,500 copies seven times a year and is part of national networking distributing more than 2.2 million copies in 59 regions across the UK and Ireland. **BPA Audited.**

What's in Primary Times?

- The most comprehensive whats on guide for families in the region.
- Local and national information for parents and teachers in Oxfordshire including learning and party resources.
- Reader offers and news from local communities and schools.



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Oxfordshire primary times

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** - 35,102 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?

- Active Education Group • Cornerstone Arts • Oxford Museum • Science Oxford
- Stagecoach • Waterperry Gardens • GLL/Better.org, • Oxford Play House
- Blenheim • Cogges • New College Choir • D'Overbroecks
- Oxfordshire County Council... and many more!



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Oxfordshire primary times

DISTRIBUTED
TO 35,102
Local
Families

Primary Times Distribution

Primary Times is distributed to primary schools, libraries in Oxfordshire



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Oxfordshire primary times

primarytimes.co.uk

www.primarytimes.co.uk features regional and national content including:

- What's on Listings • News • Competitions
- Local information for parents and teachers, including learning resources and party guide

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 place your advert call Marie McArthur on 07736 945698 or email marie.mcarthur@primarytimes.co.uk

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

Visit our social media pages
Facebook
PTOxfordshire





Oxfordshire primary times



35,102
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 **£140**

W43mm x H66mm or W90mm x 30mm

Eighth Page **£260**

W90mm x H66mm or W43mm x H135mm

Quarter Page **£445**

W90mm x H135mm or W184mm x H66mm

Half Page **£800**

W184mm x H135mm or W90mm x H273mm

Full Page **£1,430**

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

Front Cover **£1,315**

W194mm x H275mm

OB Cover **£1,540**

For a full bleed advert: W216mm x H303mm

Inserts **£35.00 per thousand**

Minimum 10,000

3 series rate 10% discount

£126
Per Issue

£234
Per Issue

£401
Per Issue

£720
Per Issue

£1,287
Per Issue

£1,184
Per Issue

£1,386
Per Issue

4 series + rate 15% discount

£119
Per Issue

£221
Per Issue

£379
Per Issue

£680
Per Issue

£1,216
Per Issue

£1,118
Per Issue

£1,309
Per Issue

Place your advert now! Call Marie on 07736 945698 or email marie.mcarthur@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.