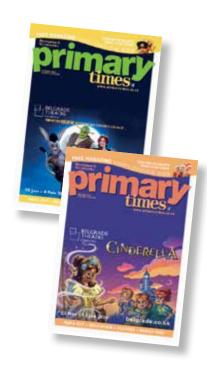




- Primary Times is a free what's on, where to go' magazine targeting the parents and teachers of primary school children (aged 4-11).
- Published 7 times a year prior to each school holiday plus a 'Back to School' issue in September, Primary Times is distributed to families via their child's school bag.
- 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 the West Midlands.
- Reader offers and news from local communities and schools.







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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 56,010 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.
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- COST EFFECTIVE per 1000 our pricing structure offers exceptional value.





Primary Times Distribution

Primary Times in the West Midlands is distributed to primary schools, libraries and other outlets in the areas marked.







primarytimes.co.uk

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

- · What's on Listings · News · Competitions
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