

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 2.7 million copies to primary schools, Primary Times has been tried, tested, and trusted since 1989.



REACHING EVERY PRIMARY SCHOOL IN THE REGION

49,000 COPIES OF EACH ISSUE DELIVERED

700 OF OUR CLIENTS ARE REGULAR ADVERTISERS

primary times



PRIMARY TIMES DISTRIBUTION

Our distribution ensures comprehensive coverage across Hull and East Yorkshire:

49,000

COPIES OF

EACH ISSUE

DELIVERED

- Goole
- Hull
- Brough
- Cottingham
- Beverley
- Bridlington
- Driffield
- Lockington
- Pocklington
- Market Weighton
- Burton Agnes

WHAT IS IN **PRIMARY TIMES?**

- A comprehensive 'what's on' quide for parents in East Riding of Yorkshire & Hull
- Local and national information
- Reader offers and news from the local community and businesses
- Competitions







	Times Winter shortlist of great		
BEST FOR A GIFT	BEST FOR AWESOMENESS	ALL TIME FAVOURITE	10 C
CHARLOTTE'S WEB By EB White	SPACE BAND By Icm Rether	THE SNOWMAN By Raymond Briggs	f
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primary times

YOUR CUSTOMER JOURNEY

Primary Times plays a vital role in your marketing strategy

1. AWARENESS

Families read Primary Times and gain awareness of your business

2. CONSIDERATION

Customers log onto your website and social media channels boosting your visitor numbers while gaining more information

> **3. PURCHASING** Customers make bookings generating new revenue for your business



4. LOYALTY

Happy customers take out a membership, leave great reviews and refer friends, spreading positive word of mouth



WHY ADVERTISE WITH US?

- **TARGETED MARKETING** Primary Times is specifically targeted at families with children.
- **GREAT TIMING** Published just before every school holiday, ensuring families receive fresh information just when they need it.
- ADVERTISER SATISFACTION Over 70% of our advertisers use us repeatedly - because it works!

2025 PUBLICATION DATES

	Copy by:	Publishes:
February Half Term	14 th Jan	3 rd Feb
Easter 2025	4 th Mar	24 th Mar
May Half Term	22 nd Apr	12 th May
Summer 2025	17 th Jun	7 th Jul
Back to school	12 th Aug	1 st Sep
October Half Term	23 rd Sep	13 th Oct
Winter 2025	4 th Nov	24 th Nov

DIGITAL PACKAGES

We offer a range of digital opportunities, including digital display advertising and solus email marketing. We can tailor a bespoke package to your needs and budget.



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We prefer high resolution

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use TIFF and JPEG files (CMYK, 300dpi). We can't

accept Word, Publisher or

Powerpoint files.

to CMYK and all fonts

