

Lancashire primary times

The definitive what's on and where to go family guide of activities and events for children of primary school age.

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 4 times a year prior to school holidays, Primary Times is distributed to families via their child's school bag.
- Primary Times in Lancashire distributes over 30,000 copies per issue 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 Lancashire including learning and party resources.
- Reader offers and news from local communities and schools.

Over 35
years in
print!



Lancashire primary times

OVER 70%
of our clients
are regular
advertisers

An easy, efficient and cost effective way to directly reach local families.

Why advertise in Primary Times?

- **NICHE MARKETING** – Primary Times is targeted at a very specific market ie families with children. No wastage.
- **EFFECTIVE DISTRIBUTION** - over 30,000 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?

- Blackpool Pleasure Beach • Lancashire County Council • Blackburn Business Improvement District • Winter Gardens • Grand Theatre, Blackpool • Affinity Lancashire • Trinity Hospice • Preston City Council • Lancaster City Council • WWT Martin Mere... and many more!



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REACHING
over **30,000**
local families

Primary Times Distribution

Primary Times is distributed to primary schools, libraries and other outlets in Lancashire





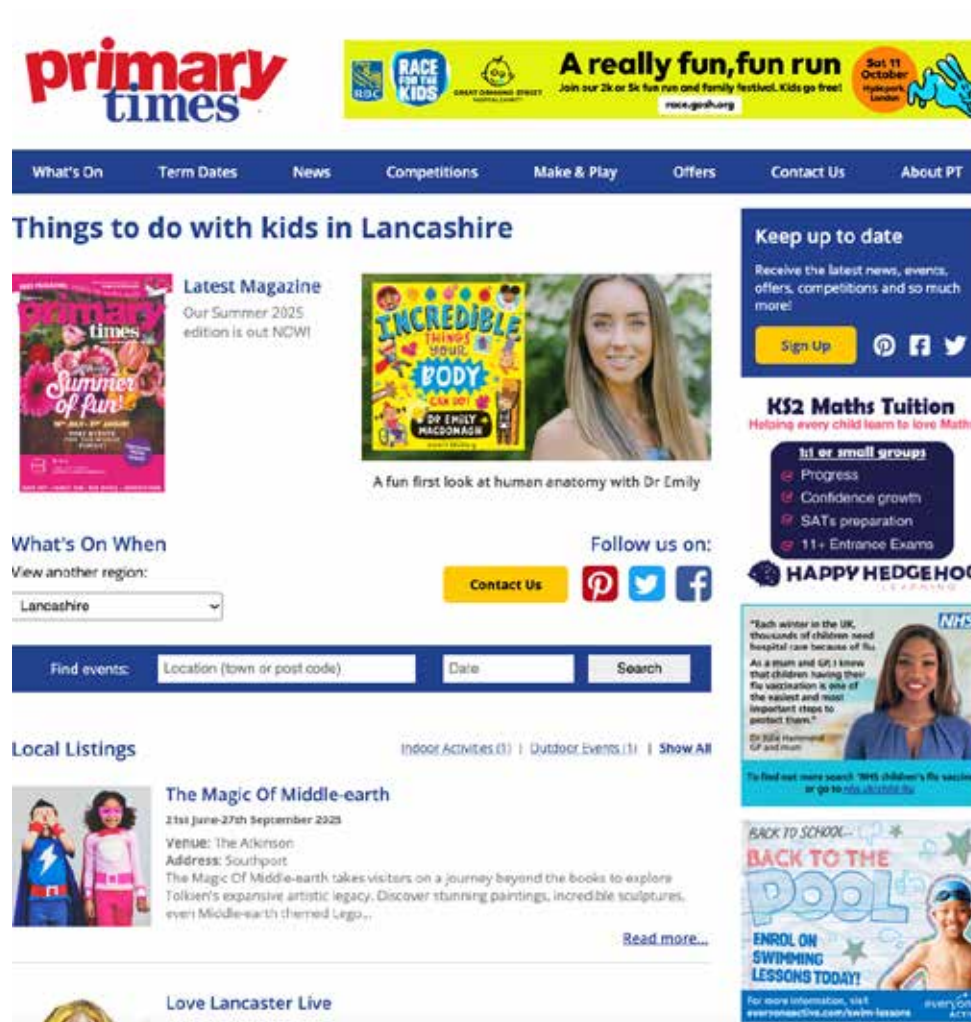
primarytimes.co.uk

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

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