



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 7 times a year prior to school holidays, Primary Times is distributed to families via their child's school bag.
- Primary Times in South West London distributes over 38,000 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 South West London including learning and party resources.
- Reader offers and news from local communities and schools.

Over 35 years in print!



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 38,000 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?

- · Kumon · NHS · Perform Performing Arts · The Children's Society
- Stagecoach... and many more!







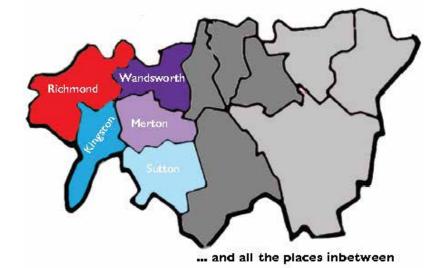
# South West London Control Co

REACHING over **38,000** local families

# **Primary Times Distribution**

Primary Times is distributed to primary schools and libraries in South West London in:

- Richmond
- Kingston
- Wandsworth
- Merton
- Sutton









# 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 Andrew on **07719 050761** or email **andrew.langridge@primarytimes.co.uk** 

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