

Wiltshire 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 Wiltshire distributes over 32,000 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 Wiltshire including learning and party resources.
- Reader offers and news from local communities and schools.

Over 35
years in
print!



Wiltshire 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 32,000 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.



Wiltshire primary times

REACHING
over **32,000**
local families

Primary Times Distribution

Primary Times is distributed to primary schools and libraries in Wiltshire in:

- Warminster
- Westbury
- Trowbridge
- Bradford on Avon
- Hungerford
- Salisbury
- Tidworth
- Marlborough
- Pewsey
- Swindon
- Devizes
- Calne
- Melksham
- Corsham
- Chippenham
- Malmesbury
- Royal Wootton Bassett





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

A screenshot of the Primary Times Wiltshire website. At the top is a yellow banner for a 'RACE FOR THE KIDS' event, described as 'A really fun, fun run' with a date of 'Sat 11 October'. Below this is a dark blue navigation bar with links: 'What's On', 'Term Dates', 'News', 'Competitions', 'Make & Play', 'Offers', 'Contact Us', and 'About PT'. The main content area is titled 'Things to do with kids in Wiltshire'. It features a 'Latest Magazine' section with a cover image of a boy and the text 'Our Summer 2025 edition is out NOW!'. Next to it is a 'BODY' magazine cover with a woman's face and the text 'A fun first look at human anatomy with Dr Emily'. Below these is a 'What's On When' section with a dropdown menu set to 'Wiltshire'. To the right is a 'Keep up to date' section with a 'Sign Up' button and social media icons. Further right is a 'MY SCHOOL FUND' section with an 'EBOOK' link and a 'Find out more' button. At the bottom is a 'Local Listings' section for 'Aspire Martial Arts Classes' with details about dates, venue, and address, and a 'Read more...' link. A 'Discovery Time' section is also visible at the bottom. On the right side of the page, there are two vertical promotional images: one for an eye test with the text 'Has your child had their free eye test?' and another for a 'Ticket to Antarctica' with a penguin and the text 'GET YOUR TICKET'.

To find out more or to place your advert now
call Catherine on **07719 050762** or email catherine.dillon@primarytimes.co.uk

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