



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.

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 Staffordshire and Stoke-on-Trent including learning and party resources.
- Reader offers and news from local communities and schools.



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OVER 70% OF
OUR CLIENTS
ARE REGULAR
ADVERTISERS



Why advertise in Primary Times?

- **NICHE MARKETING** – Primary Times is targeted at a very specific market ie families with children. No wastage.
- **EFFECTIVE DISTRIBUTION** - 42,000 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?

- Stagecoach • Uttoxeter Racecourse • National Forest Adventure Farm • Freeport Talke
- Skillshare • Beaudesert Activity Centre • Scartoons Party • Lichfield Garrick Theatre
- Tamworth Castle • Staffordshire County Council • Waterworld Festival Park

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DISTRIBUTED
TO 42,000
LOCAL
FAMILIES

Primary Times Distribution

Primary Times is distributed to primary schools, libraries and other outlets in Staffordshire and Stoke-on-Trent.

"Our research has identified Primary Times Staffordshire as an effective channel through which to reach a targeted audience of parents and communities, and remains a highly regarded publication in term of its quality of production and content along with its ability to deliver effective communications."

Russel Gethings, Campaigns Officer, Staffordshire County Council





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 place your advert call
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AVAILABLE IN
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