

Primary Times
North Yorkshire reaches

40,000
families
six times a year!

primary
times

We're the UK's
most effective way to
reach parents of
4-11 year old children!

- The most comprehensive FREE what's on guide for parents and teachers
- Extensive listings of events, activities, shows in the magazine and online
- Local and national news that's relevant for parents
- Primary Times is the biggest parenting magazine in the country (NOP survey Christmas 2009) and is read by over 4 million people
- In North Yorkshire the magazine reaches 40,000 families and across the country over 2.4 million copies are regularly published
- Offers and promotions also go onto the regional pages of primarytimes.net which has 1000's of hits every month
- Competitions & promotions generate a huge response
- Parents, carers, teachers and children enjoy Primary Times



We advertised our Hull sweet shop and were delighted with the number of vouchers that were redeemed. Advertising in the magazine brought new people into the shop who hadn't visited before which was just what we wanted.

Susan Hornby, **The Treat Box**

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