

Forman & Field Insert Programme



Mail Order

Annual Insert Volume: **550,000**

Cost Per '000: **£50**

BACKGROUND

CATALOGUE MAILINGS

*Reduced Rate Available For
Media & Print Package*

Launched in 2002, Forman & Field is a fine food mail order company specialising in fresh, traditional British produce from small, independent producers. They are insistent on maintaining very high standards in their food delivered to the home, which is why they have kept an affluent customer base who repeat purchase.

Buyers spend an average of £100 per order, and Forman & Field deliver across a wide area of the UK – predominantly in less urbanised parts of the country – suggesting that these buyers are committed DM responders.

PROFILE

- 65 % female
- Average age 55+
- AB1
- Average order value £100
- Interests include fine food & drink, wine, country sports, upmarket fashion and travel
- Full profile available on request

They are typically aged 45+, enjoy ordering around the peak holiday season (e.g. Easter, Christmas), are affluent homeowners and have an interest in fine wine, foreign travel and high end financial offers.

INSERT SCHEDULE AND AVAILABILITY

Catalogue Mailings

Recipe Specials Monthly	up to 25,000
Christmas Catalogue	250,000

Monthly volumes vary

Call for approval and availability

SOURCE

- Online
- Catalogues
- Off-the-page
- Inserts

USEFUL INFORMATION & RATES

Inserts £50

Commission to DMA Members up to 10%

*Rates based on weight less than 10 grams. Inserts over 10 grams subject to additional charge.

Data correct as of July 2010

For the latest counts, check out our website at: www.medialabgroup.com

Or telephone **+44 (0)20 7534 1760**

MediaLab Group
3rd Floor, Avenue House,
25-27 Shaftesbury Avenue,
London, W1D 7EQ



Contact us on: 020 7534 1760
Email: info@medialabgroup.co.uk
Website: www.medialabgroup.co.uk

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FORMAN
&
FIELD

EXAMPLES



RESTRICTIONS

Sample insert submitted for approval
Minimum order 20,000 for product despatch & 100,000 for Catalogues
Maximum size: 210 x 148mm (A5)
Maximum weight: 15grams
First time insert booking must be prepaid
Brokerage commission rates are offered on a reciprocal basis where applicable
Full terms and conditions available on request
Insert agreement must be signed by mailer

Check out the website at: www.formanandfield.com

ILLUSTRATED PROFILE

Gender



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