

Forman & Field Insert Programme



Monthly Insert Volume: **up to 25,000**

Cost Per '000: **£50**

CATALOGUE MAILINGS

Reduced Rate Available For Media & Print Package

BACKGROUND

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 - Up to 25,000 per month

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.

Information updated monthly

Check out our website: www.medialabgroup.co.uk

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

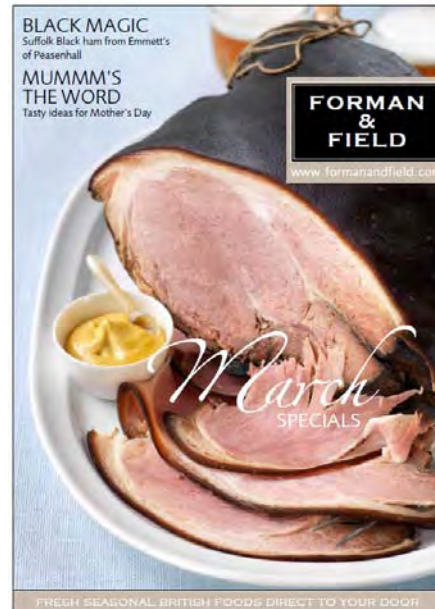
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EXAMPLES



RESTRICTIONS

- Sample insert submitted for approval
- Minimum order 20,000
- 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

■ female
■ male

