

Forum Publications Media Pack

WHO ARE FORUM PUBLICATIONS?

Forum Publications Ltd began in November 2006 with the launch of the Alresford & Itchen Valley Forum. The concept of the magazine was to bring a fresh, exciting, high quality magazine to affluent rural towns and villages with news, events and items of interest. In August 2008 Forum Publications launched its second title, the Stockbridge and Test Valley Forum which was an instant success; after three years the Stockbridge Forum had expanded its readership vastly and became the Test Valley Forum.

Every month the Forum magazines are filled with an exciting mix of content. We have several dedicated writers who provide us with factual and amusing articles. We also have a wealth of community and local interest news and events. The Forum magazines are professionally designed by our design team at Luminata Design and are printed to the highest quality using renewable sourced paper and are delivered to ABC1 households throughout North Hampshire.

Our reputation as the 'magazine to be seen in' has allowed us to expand the magazines over the last three years to the point where we now have a combined readership of over 28,000*. We print in excess of 8,000 magazines monthly which all are all hand delivered door to door by our own delivery team. Our delivery agents are vetted and checked regularly to ensure that there is blanket coverage in our designated delivery areas. We intend to expand our readership for both publications yet further during 2012 and we also hope to add another title to our portfolio of magazines.

The positive feedback from our advertisers and readers has enhanced our reputation and we are delighted to be able attract larger bluechip businesses to our pages without losing our initial idea which was;

'to provide a high quality, interesting community based publication whilst offering low cost competitive advertising rates'.

Mark Tubb

Editor & Publishing Director



Forum Publications Media Pack

*Reach over
28,000*
ABC1 Readers
throughout
North Hampshire*

STATISTICS AT A GLANCE

- Current total circulation: **8,380***
- Readership: **28,000***
- Target Reader: **ABC1**
- Frequency: **Monthly, FREE**
- Pagination Range: **32 - 56**
- Editorial / advertising ratio: **60/40**

* Figures shown are for the Alresford & Itchen Valley Forum and the Test Valley Forum combined. Based on population figures obtained from Hampshire Country Council 2009.

Alresford & Itchen Valley Forum

- Current circulation: **4,350***
- Readership: **14,900***

Test Valley Forum

- Current circulation: **4,030***
- Readership: **13,300***

★Based on population figures obtained from Hampshire Country Council 2009.

TARGETED DISTRIBUTION STRATEGY

Not only are the Forum magazines delivered door to door to ABC1 readers by our reliable delivery agents they are also distributed to restaurants, pubs, community centres, retailers, doctors waiting rooms and any other high footfall public places. In addition to this comprehensive coverage we have an online version of the magazine that can be either read online or downloaded. Our website also has back issues of all the publications from the past year.

Distribution towns and villages for the Alresford & Itchen Valley Forum

ABC1 targeted households

- | | |
|---------------------------|--------------------|
| ▪ Old Alresford | ▪ Bighton |
| ▪ Gundleton | ▪ Bishop's Sutton |
| ▪ Northington | ▪ Preston Candover |
| ▪ Ropley & Ropley Dean | ▪ Itchen Abbas |
| ▪ Itchen Stoke | ▪ Ovington |
| ▪ Avington | ▪ Easton |
| ▪ Ladywell | ▪ Tichborne |
| ▪ Bramdean | ▪ Hinton Ampner |
| ▪ New Alresford (all) | |
| ▪ Cheriton & New Cheriton | |

Distribution towns and villages for the Test Valley Forum

ABC1 targeted households

- | | |
|---------------------|----------------------|
| ▪ Stockbridge (all) | ▪ Little Ann |
| ▪ Horsebridge | ▪ Broughton |
| ▪ King's Somborne | ▪ Over Wallop |
| ▪ Nether Wallop | ▪ Middle Wallop |
| ▪ Chilbolton | ▪ Leckford |
| ▪ Longstock | ▪ Goodworth Clatford |
| ▪ Upper Clatford | ▪ Sparsholt |
| ▪ Wherwell | ▪ Abbotts Ann |
| ▪ Crawley | ▪ Houghton |

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WHO ARE OUR READERS?

- ABC1 adults aged 30 - 75
- High disposable incomes
- Have a need for professional services
- Live in high-status neighbourhoods
- Cultured and discerning
- Have an interest in culture, art, theatre, books, property and fashion.

A rich mix of **CONTENT** covering:

- Food & Drink
- Local News
- Art & Culture
- Nature & Wildlife
- Health & Beauty
- Homes & Interiors
- Competitions
- Gardening
- Entertainment
- Clubs & Societies
- Politics
- Local History
- Theatre, Plays
- What's On
- Readers Letters
- Family & Kids



Featured Business Advertorials



Alresford Music Festival 2011



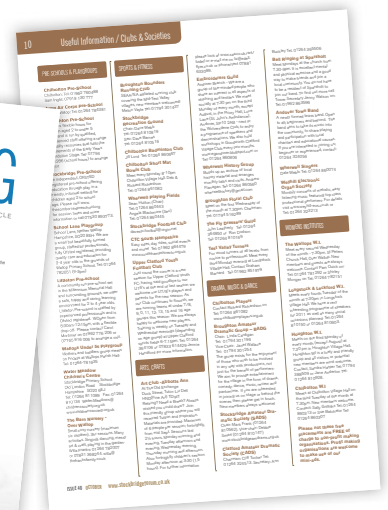
Features



Advertising



Local Interest



Community Interest

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ADVERTISING

The Forum magazines offer advertising rates accessible for even the smallest of businesses with adverts starting at a mere £20 a month for our Mini-Ads. The trouble with many magazines is that the advertising rates are out of reach of the small business; the Forum magazines are tailored to be able to offer the best prices around whilst attracting ABCI readers with its professional design and appearance.

ADVERTISING PRICE RANGE

- From **£20pcm** (Mini-Ad) to **£353pcm** (Rear Cover)

FREE PROFESSIONAL MARKETING ASSISTANCE

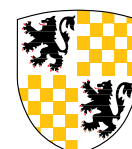
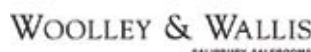
Do you want to advertise but have no idea what to say or what to put on your advert to obtain the highest return for your expenditure? Forum Publications prides itself by offering FREE marketing advice for its customers. We will talk through your requirements and goals and come up with a professional solution that works best for your business.

FREE PROFESSIONAL DESIGN SERVICE

Not only do we offer value for money advertising placements but we also offer a FREE design service to our customers. So if you are without artwork then there is no need to worry we can create a stunning look for you.

“Whatever your advertising requirements we can find a creative a solution for you.”

SOME OF THE **HIGH PROFILE** BUSINESSES THAT HAVE ADVERTISED WITH US



ALRESFORD TOWN COUNCIL



DIOCESE OF WINCHESTER

