



LIST

Sports New Media connecting brands with fans

Gender: 88% male

Age: 18-40

Email data = 500,000

Sports New Media is an online media company that specialises in partnerships with high profile sporting associations. To date, Sports New Media has secured key, exclusive partnerships with The Professional Footballers Association, and The Professional Cricketers Association.

Recruitment

Customers are driven from online advertising and search engines to these official sites, where they join for free and become part of these fan clubs.

These fans subscribe online, through sites such as www.givemefootball.com where they keep up to date with the latest sports news, stories, fixtures, match previews and reports, interviews, special features and coaching tips. They are communicated to regularly through newsletters and encouraged to participate in the latest sports debates and polls.



For more information, please contact one of the sales team on

01225 480480

or email

sales@responseone.co.uk

In addition, we can also offer print and production services

www.responseone.co.uk



Standard rental rates

Email data: £150 /000

Selection rates

Recency: £7 /000 | **Gender:** £7 /000 | **Geography:** £10 /000

Interest: £10 /000 | **Number of children:** £10 /000 | **Football club:** £10 /000

Sporting interest: £10 /000 | **Age:** £7 /000 | **Marital status:** £7 /000

Production costs

Set up fee: £300 | **E-mail broadcast:** £100

Benefits

Continual, clean, refreshed data | Email data validated, double opt in | FOC email tracking and reporting

Other information

Minimum order £2,500 | NB: Sample required for approval | Agency commission - 15% | One time usage only

www.sportsnewmedia.com

