



INSERT

The Football Pools - formerly Vernons & Littlewoods Pools and Lottery subscription players

Gender: 75% Male
Age: 50+
Income: £15K+BC1

Up to 115,000 customer mailings a month
Up to 50,000 Spot The Ball mailings per month

Vernons and Littlewoods have merged their customer databases and have rebranded as The Football Pools. Inserts are despatched in regular mailings which are sent to players to confirm their bet, remind them to renew their subscription or give them loyalty points. The majority of the mailing volume is made up of the Pools and is a football based numbers game which these mail order responsive customers subscribe to up to a year in advance, and play by post, telephone, and internet. A small amount of volume is for Lottery style games. A significant percentage of both Pools & Lottery customers pay by direct debit. Inserts can also be placed in Spot The Ball mailings which is a separate competition.

Recruitment

Customers are recruited via direct mail, door to door, inserts, mid-market newspapers and niche magazines for investors.

Customer interests

Investments, banking, insurance, travel, DIY, charities, competitions, gardening, collectibles, sport & reading.

Insert rates

From: £45 /000 (based on 7g insert) | Heavier inserts - price on application | Prices exclude VAT

Volumes available

Mailings: Up to 115,000 per month
Maximum insert size: 210mm x 148mm
Spot The Ball mailings: Up to 50,000 per month
Maximum insert size: 205mm x 148mm
Maximum insert weight: 30g

Benefits

Comfortable with spending money by phone, post or direct debit | Short lead times
Regular recruitment | Very loyal customer base

Other information

Minimum order 50,000 or £500
NB: Sample required for approval
Agency commission - 10%
www.footballpools.com



The
**Football
Pools**

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

