



LIST

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

Gender: Pools - 75% male | Lottery – 50/50 split
Age: 50+
Income: £15K+BC1

0-12 month Pools Players = 200,000
0-12 month Lottery Players = 20,000

Vernons and Littlewoods have recently rebranded as The Football Pools. The Pools 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. Lottery is made up of UK players of the Irish Lottery game Lucky Clover, and various other lotto style games. Customers subscribe for an average of 10 weeks at a time and play by phone, post and internet. A significant percentage of both Pools & Lottery customers pay by direct debit.

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.

Pools and Lottery volumes can be combined to maximise volume.

Standard rental rates

Base rental (0-3m): £110 /000 | **Base rental (0-12m):** £ 100 /000 | **Base rental (13-24m):** £ 80 /000

Selection rates

Recency: £7 /000 | **Payment method:** £10 /000
Geographic: £10 /000 | **Gender:** £7 /000
Credit card issuer: £10 /000
Has email address: £15 /000
Age band: £10 /000
Month and year of birth: £10 /000

Production costs

E-mail delivery: £50 flat fee
Run-on charge: £10 /000

Benefits

Comfortable with spending money by phone, post or direct debit
Able to deliver counts and orders within 24 hours if necessary | High volumes
Regular recruitment | Very loyal customer base

Other information

Minimum order 10,000 or £500
NB: Sample required for approval
Agency commission - 10%
One time usage only
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

