



## GAMBLING MASTER LIST

---

An outstanding list that encompasses four exceptional gambling related titles. This list is compiled from top selling magazines Poker Player, Inside Edge, Total Gambler and Maxim. Consisting of subscribers with a high disposable income and plenty of spending power. They read these magazines to get gambling tips, poker playing tips and news from everything that occurs in the gambling world.

- 97% male
- Average age is 34 with an income of £30,500
- Majority are ABC1
- 57% are married or living with a partner
- 60% play poker online, with 51% playing daily and 37% playing weekly
- Over three quarters place bets online on a daily/weekly basis
- 90% bet on football, 85% bet on horse racing and 60% bet on golf
- On average they have 4 poker site accounts, 4 betting site accounts and 2 casino site accounts
- 87% have a PC at home and 80% use a PC at work
- 97% access the Internet at home, 72% at work
- 55% have broadband access, 43% intend to purchase broadband in the near future
- Other than gambling the most common uses of the Internet are email, messaging, browsing and Internet banking
- 94% own a mobile telephone
- 81% have a credit card
- 31% have a gym membership and most readers say they exercise at least once a week
- The Internet is the most popular method for purchasing goods and services and they buy an average of 3 items a month online
- They take on average 2 holidays a year
- 83% regularly donate to charity, with direct debit/standing order being the most popular method

**Also Read:** The Mirror, The Sun, The Daily Mail, The Guardian, The Times, The Express, The Independent, The Metro, Flush, Card Player, Online Gambler, Racing Post, Bluff, Card Player Europe, Poker Europe, Cool Player, Poker First, Maxim, FHM, Loaded, Zoo and Nuts

**Leisure activities:** 63% film and cinema, 56% going to the pub, 65% surfing the Internet, 51% restaurants, 42% travel, 52% reading, 57% home computing

## CONTACT

---

For further information, please contact Jackie Clode on **T** 020 7907 6154 **F** 020 7907 6600 or **E** [jackie\\_clode@dennis.co.uk](mailto:jackie_clode@dennis.co.uk)

## LIST QUALITY

---

- 100% fully postcoded
- Named individuals
- ABC audited every 6 months
- Continually updated and cleaned
- Direct mail responsive

## LIST APPLICATIONS

---

Gambling, film/cinema, Internet, financial products, travel/holidays, computer-related products, technology/gadgets, CDs/DVDs, sport, health/fitness, motoring, bars/ restaurants

## LIST SELECTIONS

---

- Consumer or business address
- Geographically: first two digits of the postcode, county, TV region
- Male or female
- Recency
- Status: active subscriber, lapsed subscriber or competition entrant
- Across a selection of different magazines
- One per household or multiple contacts per site
- Payment method
- Length of subscription

## FORMATS

---

- Email
- CD ROM
- Cheshire or self-adhesive labels

