Unashamedly obsessed with tech, TechRadar empowers in-market consumers to make the best buying decisions and get the most out of the products they love.

Our team of stellar journalists live, breathe and cover tech 24/7, combining the strength of our global network with their local expertise.

Let us tell you more about the real source of tech buying advice.
PASSIONATE
We are part of the communities we serve and we want great tech and the best deals too!

AUTHENTIC
We give honest buying advice, scrutinizing products and only ever recommending the ones we believe offer the best value.

INFORMATIVE
We follow the product lifecycle from rumors to launch, reviews and post-purchase advice. We practice sound and independent journalism.
Effectively moving consumers through the funnel

- Organic Web Traffic
- Regular Readers
- Expert Reviews
- Detailed Buying Guides
- Best-in-market Deals
- Purchase

ONLINE RETAILERS
How does it work?

TechRadar’s SEO leadership partnered with our smart eCommerce technology allows us to attract in-market consumers, serve them with expertly written and relevant content and allow them to find their best deal at the best price – facilitating the consumer purchase journey from start to finish.

• **Organic search authority**
• **Trusted, high-quality content**
• **Superior eCommerce technology**
In-market consumers find us first

A consistent presence in the most visible search engine ranking on the planet’s biggest tech products terms.

Following the product lifecycle

iPhone 7 example

The day after the iPhone 6 launches, TechRadar is the #1 organic search result for ‘iPhone 7’

TechRadar’s established global audience, search equity and authority help maintain top spot in search through 2015

TechRadar was the #1 search result, above Apple’s own website, in the UK the day of the iPhone 7 announcement, and Top 5 in the US

iPhone 6 launches
SEP 2014

iPhone 6S launches
SEP 2015

iPhone 7 announcement
SEP 2016
Superior eCommerce technology

Our proprietary eCommerce technology, Hawk, merges both our technological and editorial expertise to allow consumers to easily find the most relevant, best-in-market deals.
Delivering results

$44.2 million+
Revenue generated in retail sales for our partners through Hawk in the past 12 months (+117% YOY)

$8.1 million
Revenue generated in retail sales for our partners through Hawk during November 2016 (incl Black Friday)

7 products/minute
Sold over the Black Friday 2016 Weekend

Source: Hawk eCommerce Data May'16-May'17
How it all started

Launched by an expert team of tech lovers in 2008, TechRadar’s objective was simple: to create an independent tech site that actually answered the questions people asked, partnering people with tech they’d actually love... and have fun doing it.
A fast-growing brand...

In a competitive tech landscape we are expanding globally and becoming a commercial force.

+23% YOY traffic increase (US)

+117% YOY increase in retail sales through our eCommerce platform (US)

+19% YOY traffic increase (global)

+98% YOY increase in retail sales through our eCommerce platform (Global)
Global strength, local expertise

Top Traffic Territories

- New York
- San Francisco
- London
- Sydney
- Delhi

Local Offices
“The internet is a bewildering place, so being a trusted and knowledgeable friend or acquaintance needs to be at the heart of any brand.”

Patrick Goss, Global Editor-in-Chief, TechRadar
Reliable answers to the questions consumers are really asking

Our organic search leadership proves that we are best placed to understand and respond to consumers’ need for trusted information.

We aim to entertain and inform
Pre-empting trends, providing the big facts and finer details and telling readers what’s likely to happen next.

5.44 min average dwell time
In-depth reviews and buying advice

**We take the time to do it right**
We scrutinize products and review value in relation to everything else on the market - only ever recommending products that we believe are worth buying.

**Straightforward, no jargon approach**
Giving consumers clear and detailed buying advice from an expert and independent source – and directing them to the best deal they can find at that moment.

Source: Google Analytics, June 2017
Easy-to-follow ‘how to’ guides

Beyond the purchase
We follow consumers’ post-purchase journey, offering tips and tricks to enable a superior product experience.

High levels of engagement demonstrate readers trust TechRadar to tell them how to get the most out of their tech.
Consistently trusted by the industry

Phil Schiller quoting TechRadar during Apple’s Keynote Presentation in March 2016

Matt Swider talks TechRadar’s Cyber Monday deals on KTLA Los Angeles

PlayStation VR - Leading Quote at Sony Press Conference at Paris Games Week

Quoted in Global Battlefield 1 Trailer
Our Audience
UK reach

7.7m monthly users
21.4m monthly page views
542k Fans
194k Followers
315k Subscribers

Source: Google Analytics Q1 2017
Young, affluent & high spenders on tech

- **39%** HHI >100k
- **$2,061** Average spend on tech in the past 12 months

Source: Future Tech Influencer Survey, Sep 2016
Tech savvy consumers...

16% own a 4K TV (+20% plan to buy one in the next 12 months)

58% own a Smart TV (1 in 5 of them planning on upgrading it in the next 12 months)

34% own a Hi-Fi system

32% upgrade their iPhone or Android smartphone yearly

32% own a Smart Watch or Fitness Tracker

36% own Audiophile Headphones

Source: Future Tech Influencer Survey, Sep 2016
...who are also proven influencers

- 79% are seen as the authority on all things tech among their friends
- 84% are the go-to people for tech advice
- 12 average number of people each reader influences
- 56% are classic early adopters

Source: Future Tech Influencer Survey, Sep 2016
2017 editorial highlights

June & July
- E3 2017
- Future Phones Week

August
- Maker Week
- Gamescon

September
- IFA
- Galaxy Note (TBC)
- iOS 11 Launch
- Back To School

October
- Oculus Connect (TBC)
- Steam Devs Days
- VR Week
- Google Pixel 2 Launch (TBC)

November
- Black Friday & Cyber Monday
- Xmas Gift Guides
- Project Scorpio

December
- Xmas Sales
- Star Wars Week

Please note: Calendar subject to changes
What Can We Do For You?
High impact brand messaging

Providing a premium, brand-safe environment for you to connect with in-market consumers

Anchored in proprietary insights and robust audience segmentation, our advertising solutions are optimised to deliver on our partners’ KPIs, from building awareness and affinity to driving direct response.
Reaching consumers with proven purchase intent

Leveraging a unique combination of behavioral, demographic and eCommerce 1st party data, we enable advertisers to identify and target their ideal audiences.

Our campaigns are consistently guided by a focus on efficiency and actionable measurement.
Custom content programs

We are trusted by audiences to deliver the content they want, and by brands to craft marketing programs that help them innovate and build advocacy.

Across all channels — web, video, and social — every piece of branded content we produce is supported by data insights and editorial expertise.

Native sponsored article

Native homepage placement
Tailored eCommerce solutions

Proven to drive qualified consumers to purchase

Our proprietary eCommerce platform merges both our technological and editorial expertise to provide relevant, best-in-market deals.

Benefit from increased exposure within Hawk through:

- Bespoke offers for TechRadar readers
- Sponsored posts on newsletter or homepage
- Inclusion in specific editorial articles
Proprietary audience insights

Our global reader panel is a valuable resource which key partners tap into for insights from a highly engaged audience of tech lovers.

Insights delivered include:

- Brand perception
- Product ownership
- Purchasing behavior

For more information on how you can activate and utilise the Illuminate Panel, please contact your Future representative.
Case study: Microsoft Surface Pro

Objectives
• Target consumers in the market for a laptop or tablet, positively influencing their perception of the Microsoft Surface Pro 4
• Drive consideration and purchase of the Surface Pro 4

Solution
An integrated program combining three elements working together to drive product consideration and qualified traffic to the Microsoft Surface Pro’s website, as well as directly generating sales.

1. Contextual and audience targeting across TechRadar
2. Bespoke eCommerce deals through Hawk
3. Microsoft sponsored content targeted to relevant TechRadar environment

Strategy
• Drive communication to targeted, interested potential purchasers in the market for competitor’s products (laptops & tablets)
• High impact branding targeted to reviews of competitor products, during a period of known high traffic spikes
• Drive consideration on highlighted competitor reviews and guide articles to position the Surface Pro 4 as the better alternative
• Leverage Microsoft credibility to shift perception and intent, showcasing key phrases highlighting benefits of the product
Case study: Microsoft Surface Pro

Advertising Performance

+102%
Average proposed benchmark (roadblocks)

+65%
Average Mobile CTR was 65% more than proposed roadblock benchmark

Impact on Sales

The campaign started end of August and ended end of September.

+74%
August sales vs. July*

+42%
September sales vs. August*

+90%
final September sales vs. July (pre-campaign)*

*percentage increases based on July’s pre-campaign sales
Utilizing Future’s strength in SEO, Social Reach and eCommerce, we have built a recurring content program for retail giant, eBay. With editorial guidance from TechRadar, PC Gamer and GamesRadar+, custom guides have been written to live on eBay.com with a focus on tech and gaming. Each guide links to available eBay products and provides additional content for users to explore as they buy.

**4.1m**  
Total guide sessions

**65m**  
Facebook impressions

**6m+**  
Combined views

**20k+**  
User comments

**1m+ views**  
Highest Performing eBay Guide 2016
Case study:

To drive awareness of the LG G3 launch during the key holiday season, Future created a custom Holiday Gift Guide on TechRadar with LG as the title sponsor. High impact roadblocks and interstitials were timed during the busy Black Friday period. The campaign also included reviews targeting and conquering of LG competitors.

17m Total Impressions

96k+ Total Clicks

3.4% Placement CTR

1x 100% Custom Microsite
To help launch awareness and games downloads of the new Battlefield 1 release, EA looked to Future for custom content ideas. Using the best captured gameplay the ‘How to Battlefield’ series was born. The series of 5 videos showcased the best (and worst) of Battlefield gamers around the world. Initially distributed across Future’s gaming channels, it’s success sparked EA to extend the series across Future’s tech & entertainment portfolio to further broaden reach across equally interested and engaged audiences.

1.3m Total video views
5m Total reach
18k+ Social engagements
268k Video completions