



Connectors. Creators. Experience Makers.

27 February 2019

## Future plc

### Appoints; James Brown as Editor-in-Chief for FourFourTwo.

Future plc is delighted to announce that we have this week appointed James Brown to the role of Editor-in-Chief for FourFourTwo, the world's leading football magazine and website - currently published in 17 markets around the globe.

James, launch editor of the iconic Loaded magazine, former editor of GQ, Jack, and winner of a number of PPA and BSME Editor and Magazine of the Year awards, will have full responsibility for the editorial direction of all aspects of the brand, across both print and digital, and will report to MD of Future's Hobbies Group, Alastair Lewis.

Lewis said: 'James was the outstanding candidate in an incredible field of applicants for this role. I am hugely excited to be bringing an editorial icon like James to FourFourTwo and to see the impact he will have on an already huge football brand. James' passion, knowledge and expertise for great consumer content is matched by his understanding of football culture and how to engage with football fans, players and the industry, making him a perfect candidate for this important job.'

Returning to a full-time editing role for the first time in almost 20 years James Brown said;

*"I love football and I love magazines. When I saw this job advertised I was surprised to realise I really wanted to do it. I knew it instantly and that's the first time I've ever felt like that. Four Four Two is the biggest football magazine in the world and I've been reading it since it started. It has a very dedicated and passionate team writing some excellent stories, and it is a major player in the world of football media. My recent 5aside memoir Above Head Height was an Amazon football best seller and I've been broadcasting a lot for talkSPORT over the last five years so it's a world I know well.*

*For the last decade I've been working with leading brands and ad agencies on digital content campaigns but in 2017 I helped Matt Kelly launch The New European newspaper, quietly commissioning over 250 stories for him, and that reignited my love of print, features, headlines and covers. Since then I've been thinking about editing a magazine again but didn't think there'd be one out there for me. So I was really pleased*

*when this opportunity came up and delighted when they appointed me. The Leeds United coverage in the magazine is about to go through the roof."*

Brown joins FourFourTwo in March and will be actively involved in the plans celebrating the iconic football brand's 25th Anniversary in June this year...

**Future plc**

Alastair Lewis, Managing Director Hobbies

01225 442244

07810 181226

About FourFourTwo :

- Born in the UK, FourFourTwo has grown to be a globally renowned multi-platform brand, currently available in 17 markets around the world, continuing to uphold the key pillars which resonate with fans and footballers alike.
- With true exclusive access to the world's greatest players, managers and teams, the brand continues its legacy as the go-to place for expert insight, elite interviews and class humour
- 3.9m Global Monthly Users
- ABC Jan-Dec 18 - 44,692
- 1.8m+ Social Media Fans

**About Future plc:**

Future is a global platform business for specialist media with diversified revenue streams.

The Media division is high-growth with three complementary revenue streams: eCommerce, events and digital advertising. It operates in a number of sectors including technology, games, music, home interest, hobbies and B2B and its brands include TechRadar, PC Gamer, Tom's Guide, Homebuilding & Renovating Show, GamesRadar+, The Photography Show, Top Ten Reviews, Live Science, Guitar World, MusicRadar, Space.com and Tom's Hardware.

The Magazine division focuses on publishing specialist content, with over 80 publications and over 520 bookazines published per year, totalling global circulation of 1.3 million. The Magazine portfolio spans technology, games and entertainment, music, creative and photography, hobbies, home interest and B2B. Its titles include Classic Rock, Guitar Player, FourFourTwo, Homebuilding & Renovating, Digital Camera, Guitarist, How It Works, Total Film, What Hi-Fi? and Music Week.