



Connectors. Creators. Experience Makers.

**Realhomes.com achieves one million unique users.**

**Future's flagship home site overtakes Ideal Home and Good Housekeeping UK.**

[Future plc \(LSE: FUTR\)](#), the global platform for specialist media, today announces that **Realhomes.com** has become the latest Future site to achieve one million unique users\*.

In addition to reaching this audience landmark, **Realhomes.com** has overtaken both **Ideal Home.com** and **Good Housekeeping.co.uk** in the UK homes sector, according to the latest Hitwise report for July 2019\*\*.

These statistics confirm **Realhomes.com's** status as the UK's fastest-growing homes website, with the audience increasing 222% year-on-year in July\*\*\*, underlining Future's commitment to investing in the growth of **Real Homes** as a cross-platform brand.

This commitment began with the launch of **Realhomes.com** in January 2018; the redesign of **Real Homes** magazine, which celebrated a circulation increase following the ABC release for the January-December 2018 period; and the launch of online TV Show, **The Real Homes Show**, in April of this year.

**Paul Newman**, Brand Director of Home Interest, said: "The success of **Realhomes.com** shows there's a new force in the UK homes sector. Our strategy of producing targeted content for aspirational homeowners across multiple platforms is rapidly making **Real Homes** one of today's most influential media brands."

**Lucy Searle**, Editor-in-Chief of Realhomes.com, said: "Our market-leading home decorating inspiration and advice, transparent buying guidance, expert tips and price comparison on everything from home appliances to mattresses is proving a winning combination with homeowners. What's more, this traffic landmark is really just the start for **Realhomes.com!**"

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**About Future plc**

Future plc is a global platform business for specialist media with diversified revenue streams. With a global digital network reach of over 203m\* monthly users and 52.5m social fans across the portfolio.

The Media division is in 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 including TechRadar, PC Gamer, Tom's Guide, Homebuilding & Renovating Show, GamesRadar+, The Photography Show, Top Ten Reviews, Live Science, Guitar World, MusicRadar, Space.com, NY TV Week, Creative Planet Network, Tom's Hardware and Cyclingnews.

The Magazine division focuses on publishing specialist content, with over 80 publications and over 530 bookazines published per year, totalling global circulation of 1.2 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?, Broadcasting & Cable, Multichannel News, AV Technology and Music Week.

**Note to Editors:**

\* Source: Google Analytics, rolling-30-day basis, as of 12 August

\*\* Source: Hitwise July 2019

\*\*\* Source: Google Analytics July 2019