Future plc breaks records for Black Friday 2019

eCommerce clicks soared 44% YoY following the Thanksgiving Holiday

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New York, NY — December 2nd, 2019 — Future plc, the global multi-platform business for specialist media, set new audience and eCommerce records on Black Friday 2019, achieving year-over-year (YoY) growth across Future’s top properties, which include technology sites TechRadar, GamesRadar and Tom’s Guide.

Future saw a 44% increase YoY in eCommerce-related actions, such as buy button clicks, across its sites on Black Friday (November 29th). Tom’s Guide’s eCommerce-related clicks were up 306% from 2018, while Google Analytics recorded a 13.5% increase in users over Black Friday 2018. In addition, TechRadar achieved its best ever single day, reaching over 3.5 million people.

An HP touchscreen laptop, Google’s Pixel 4 smartphone, and the Playstation VR were among the most purchased products across Future’s sites on Black Friday. Subscriptions to streaming services such as Hulu and Disney+ were also among the most popular purchases on Future’s sites.
Aaron Asadi, Chief Content Officer at Future, says: “We see that our brands and platforms are becoming increasingly important to online shoppers across the world. Consumers want to spend with confidence, and our fantastic buying advice across consumer tech, games, music, homes and so much more, gives them exactly that. Today Future is an essential step on the specialist consumer journey – every year more people are coming to our websites before going to retailers. That’s a wonderful compliment and a responsibility we take seriously, so we are proud of our success and look forward to 2020.”

Future plc’s record-breaking traffic also saw it deliver record high ad impressions across its portfolio on Black Friday, featuring campaigns from Dell and Google.

Zack Sullivan, UK Chief Revenue Officer at Future, says: “The results from Black Friday demonstrates the ability of Future brands to put high quality content in front of in-market consumers, helping them to make the best buying decision through this peak shopping period. The increases from last year not only show growing consumer interest in buying online but also that Future brands are meeting the increasing needs of our audiences, cutting through the noise of Black Friday and finding great products and deals.”

For more information about Future’s properties, visit futureplc.com.

About Future

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 including advertising within newsletters. 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, Android Central, 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 75 publications and over 568 bookazines published per year, totalling global circulation of 1.5 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.
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