

FUTURE

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Future Plc today announces the launch of FourFourTwo Turkey



FourFourTwo Turkey entered the market in 2006, and will continue its path with a new partner – Lobby Lobos Advertising

17th February 2020 – [Future Plc](#), The world's largest English-speaking football magazine, FourFourTwo, has expanded with the exciting arrival of its new partner in Turkey: Lobby Lobos.

After initially entering the Turkish market in 2006, FourFourTwo has been followed with admiration ever since, becoming a leader of the football print media sector in Turkey.

Future Plc has a reputation for thinking ahead of its competitors and adapting in the digital world – and as such, they have paved the way for a revamped FourFourTwo Turkey to develop the FourFourTwo brand in a football-obsessed nation of 83 million people. Together, Future and Lobby Lobos Advertising will integrate e-commerce solutions and establish dialogue between teams.

Editor-in-chief, Can Elmas said: “FourFourTwo Turkey has always been the magazine everybody considered to be a guiding light. But in the same way that other football titles went through, it faced significant problems during the digitisation process. We have since agreed to a new economic model that will be an example for all in the new era of FourFourTwo Turkey and Future Plc. In a world that is becoming more and more digital, we will lead our competitors again.”

FourFourTwo Turkey aims to become the first audio-magazine in Turkey, too, working to establish a new relationship with football fans. The editorial department has created the ‘FourFourTwo Reserve Team’, which aims to bring new sports journalists and writers aged 18-24 into the industry and showcase their work to a wider audience.

FourFourTwo branded products and other e-commerce solutions are in the pipeline to help the brand grow, but FourFourTwo Turkey’s fundamental aim is to make a positive

contribution to football journalism by following FourFourTwo's proud and respected lead in the UK.

About Future:

Future Plc 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 1.1 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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