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## **Future Home Interest websites start 2020 with record-breaking audience figures**

**LONDON, 6 February 2020** – [Future plc](#), the international media group and leading magazine publisher, today announces record-breaking audience figures for its Home Interest websites in January, with each site recording its highest-ever numbers of unique users and visits.

Despite achieving record figures in December 2019, the Future Home network, which includes [RealHomes.com](#), [Homebuilding.co.uk](#) and [Plotfinder.net](#), grew again in January 2020, increasing audience by 34% month-on-month and 218% year-on-year.

The UK's fastest-growing homes website [Realhomes.com](#) once again led the way in registering 31% month-on-month and 505% year-on-year growth. But there were also new records for [Homebuilding.co.uk](#) (+40% month-on-month and +28% year-on-year) and [Plotfinder.net](#) (+53% month-on-month and +31% year-on-year).

While the home improvement market is traditionally strong in January, the year-on-year numbers show there is more to this success than simply capitalising on seasonality – strong brands, great content and Future's cutting-edge technology platform are all major contributing factors to the ongoing organic growth.

This sustained period of audience growth follows hot on the heels of the Future Home Network taking the top spot in the lifestyles – home/architecture category in Comscore's November rankings update.

Paul Newman, brand director of Future Home Interest, says, "Future's digital brands are taking the home interest sector by storm. These results show we are offering consumers a fresh, modern and unique perspective on their homes. And we're doing it by marrying the expertise of our talented journalists with Future's Vanilla technology platform, creating new routes to market for our commercial

partners in the process. We had an exceptional 2019, so to start a new year with such an surge in organic growth sets us up well for the year ahead.”

Sam Robson, director of audience at Future, adds, “We’re delighted that Future’s Home Interest division is reporting such strong numbers. The performance is the perfect example of what happens when we apply Future’s proven audience growth model in conjunction with talented editorial teams working on strong brands. Congratulations to all of the home interest team on their success.”

Full audience stats, taken from Google Analytics, 1-31 January 2020 vs 1-31 December 2019 and 1-31 January 2019.

– Ends –

### **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 1.1 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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