AN ESTABLISHED AND PROVEN MODEL TO GENERATE REVENUE IN PRINT LICENSING

We create content that connects people with their passions.

What we offer our partners goes beyond the licensing of our content and brands. We provide access to our market leading insight and expertise and the tools to engage your audience, out-publish the competition and grow your business.

With over 25 years experience in building profitable partnerships around the world, together we can build a successful publishing business in your territory.

Passion | Innovation | Expertise
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WHY WE EXIST

“...We change people’s lives through sharing our knowledge and expertise with others, making it easy and fun for them to do what they want.”
A GLOBAL COMPANY WITH GLOBAL SCALE

Social Media Fans
69m

Monthly Online Users
234m

Print Circulation
1.1m

Our influential magazines, online sites and events make Future a leading authority across various areas of interest including: **Tech, Music, Gaming, Film, Photography, Creative & Design, Field Sports, Home Interest & Knowledge.**

Source: Google Analytics June-August 2017; Future Internal Records
1985
Chris Anderson launches Amstrad Action

1986
PC Plus becomes the first magazine with a cover-mounted CD

1996
T3 launches as a magazine and grows as a multi-platform brand to a successful website and market-recognised awards

2005
GamesRadar.com launches and quickly becomes one of the UK's largest gaming sites

2007
TechRadar.com launches and grows to become the UK's #1 Tech Consumer Brand

2013
Future Wins digital Publisher of the Year

2017
Future shortlisted for Media Company of the Year
TechRadar shortlisted for Media Brand of the Year & Content Team of the Year

KNOWLEDGE & EXPERTISE
For Over 30 Years
PARTNERSHIP OPPORTUNITIES

A 360° Partnership Solution
We work with partners who are looking to develop enthusiast communities in their country and grow their publishing portfolio in special interest sectors.

At Future we craft innovative products that **inform**, **entertain** and **unite** a global readership of enthusiasts who are passionate about their interests.

We are the UK’s no.1 licensor of special interest magazine and web content, and have agreements with publishers in over 70 different countries for titles across our portfolio.

The transferable nature of the content, along with our focus on innovation and quality, make our products particularly suitable for licensing.

**LEADING BRANDS, PREMIUM CONTENT**

- **192m+** Global Monthly Users
- **73m** Social Media Fans - Global
- **1.2m** Monthly Circulation
- **#1** TechRadar: UK Consumer Tech Website
- **65+** Monthly Magazines
Working with Future also means accessing the knowledge and insight we have across our key special interest sectors.

Our magazines and bookazines are global market leaders in their sectors because we have teams of experts across each of the key publishing disciplines.

From Editorial and Design to Circulation, Subscriptions, Marketing and Commercial we can provide you with insight and understanding of how our titles are successful to make sure that you can replicate this in your territory.

We can help you to publish more successfully.
LONG TERM STRATEGY AND GROWTH

Each of our partners has a specific Licensing Manager to work with them on a publishing strategy. They help our licensees understand how our magazines and bookazines work for readers and commercial partners and ensure this is transferred to the way licensed editions are published.

We work with our partners closely through the launch period of any magazine and throughout the first 12 months to make sure we are supporting and helping our licensees to be successful.

We create development plans for each of our partners, so that together we can build audiences and commercial relationships that help our licensees publish a portfolio of market leading magazines and bookazines in each content vertical.

This means we build profitable publishing relationships that grow.
WORKING WITH US
A Partnership That Works
CONTENT
Expert in-depth Editorial and Quality Design

- High quality brands that provide content that connects with our audiences
- Passionate specialist editorial teams who are part of the communities which we serve
- Internationally relevant content, easily translated
- Control of content and usage rights

Reviews
Educate readers on the products & services available in the marketplace to help them with their special interest

How-to...
Engage readers with practical tips, advice and techniques to help them improve their specialist skills

Design
Relevant, transferable content and concepts to create a specialist title for your audience in your market
LICENSING MODELS

**Periodical**
Build a new brand in your market with the help of our expert teams. Monthly, Bi-monthly or Quarterly

**Syndication**
Identify the most valuable and relevant content to boost your the success of your existing publications

**Bookazines**
Publish regular, high margin, stand-alone titles that are full of market leading content across a range of subject areas
SUPPORT AND DEVELOPMENT
Defining a route to success in your market

• **Pre-Contract:** We work with you to identify your long term publishing objectives in your market. Together we then design a launch & growth plan to help you meet these goals.

• **Launch:** Working with Future means being able to access the expertise across Editorial, Design, Circulation, Subscriptions, Marketing, Commercial and Digital that makes our publications market leaders. We work with you throughout the launch period of any title, regularly checking against your objectives, to ensure you can leverage our knowledge to be successful.

• **Growth:** We help you to expand your activity around a licensed title to include bookazines, digital channels and events to allow you to develop valuable and engaged enthusiast communities.

• **Development:** Based on your long term objectives we look to extend our partnerships by launching additional related Future brands and build a valuable long term relationship as a key Future partner.
OUR BRANDS
Content that Connects
HOBBIES: Science and History

Authoritative, innovative and filled with wonder, our Knowledge portfolio makes everything from Ancient Rome to Quantum Mechanics accessible and engaging for all.

27.4m 5.6m 215k+
Global Online Users Social Media Fans Readership

Source: Google Analytics Q4 2018; Future Internal Records 2017-2018
HOBBIES: Sports and Auto

From airguns to big games, clays to driven grouse, our Field Sports titles cover everyone who shoots for their sport of livelihood. Total 911 is the world’s only magazines dedicated to the Porsche 911, the iconic sports car with more than half a century of heritage and excellence to its name.

52.5k  
Social Media Fans - Auto

46k+  
Social Media Fans - Field Sports

129k+  
Print & Digital Magazine Distribution

Source: Future Internal Records 2017-2018
As the UK's leading caravan magazine, Practical Caravan gives you all the practical advice and inspiration you need to get the most from your touring caravan every month and Practical Motorhome magazine - the definitive guide to motorcaravanning.

UK’s Best-Selling Caravan & Motorhomes Magazines

20,000+
ABC Circulation
Our obsession for all things tech drives our brand to be market-leaders. From phones to computers, drones to wearables, consumers trust us to tell them what matters.

139m | 10m | 137k+
Global Monthly Online Users | Social Media Fans | Print & Digital Circulation

Source: Google Analytics Q4 2018; Future Internal Records 2017-2018
PHOTOGRAPHY

Future is the UK’s leading and most influential photography network. Our Photography brands provide both professional and aspiring photographers with all the tips, tools and advice they need.

3.4m
Global Monthly Online Users

3.7m
Social Media Fans

215k+
Readership

Source: Google Analytics Q4 2018; Future Internal Records 2017-2018
CREATIVE & DESIGN

Our world-leading design portfolio is a spark of inspiration for designers, developers, artists, true enthusiasts and professionals in the creative & design sector.

3m
Global Monthly Online Users

2.9m
Social Media Fans

112k+
Print & Digital Magazine Circulation

Source: Google Analytics Q4 2018; Future Internal Records 2017-2018
GAMING & ENTERTAINMENT

Our Gaming portfolio is the voice of authority for gamers across the globe, guiding players and influencing culture for over 30 years. And our film brands give fans exclusive behind-the-scenes access to keep them ahead of the curve.

22m | 13.6m | 140k
Global Monthly Online Users | Social Media Fans | Readership

Source: Google Analytics Q4 2018; Future Internal Records 2017-2018
MUSIC: LISTENING

The ultimate bible for Rock enthusiasts, our music listening magazines have a long history bringing the best interviews, reviews and covering all varieties of each genre.

1.9m
Global Monthly Online Users - TeamRock

4.65m
Social Media Fans

199k
Readership

Source: Google Analytics Q4 2018; Future Internal Records 2017-2018
MUSIC: MAKING

Future has the UK’s biggest Music portfolio. Our magazines, websites and events inform and inspire music-makers to be even greater at what they love, and connect fans to the most influential artists in the world.

1.7m
Global Monthly Online Users

1.7m
Social Media Fans

118k
Readership

Source: Google Analytics Q4 2018; Future Internal Records 2017-2018
HOME INTEREST

Inspiring and beautiful content for the home lover, three titles covering everything from the vintage and classic to modern interiors and home-building projects. Period Living is the #1 title in the UK sector.

1.3m
Global Monthly Online Users

440k
Social Media Fans

75k
Readership

Source: Google Analytics Q4 2018; Future Internal Records 2017-2018
BOOKAZINES & SPECIALS

We have the biggest portfolio of photography bookazines, special editions and guides in the UK. Our extensive library guarantees we have something in our collection for everyone; from professionals to those just starting out.

2,000
Titles Published

568+
Bookazines Published in 2019

£10+
Average Cover Price
MULTI-PLATFORM
Content that Connects
A MULTI-PLATFORM OFFERING

**Online**
Our online sites, including techradar.com, musicradar.com, gamesradar.com, T3.com and PCGamer.com, are trusted, authoritative and market-leading.

**Print**
Our magazines have been helping readers across genres for over 30 years. We are the leading authority on tech, music, gaming, creative and other specialist areas.

**Events**
Our events are the largest of their kind in the UK, engaging dedicated communities in tech, photography, games and music events.
DIGITAL LICENSING

Enabling global partners to optimise their local offering by accessing trusted brands and authoritative content, leveraging a unique commercial model developed by Future.

We offer opportunities beyond the world of print licensing with digital licensing solutions. More than a simple licensing of content and brand, we provide expertise, in-depth training, website and social analysis, global advertising opportunities with our partners, monetisable content and the opportunity to grow your e-Commerce profile.
EVENTS

Deepening Audience Engagement

We are dedicated to delivering unique experiences to loyal fans across the globe, from creating the first ever PC Gaming Show at E3 to hosting the largest photography convention in the U.K. Our expertise in convening and engaging enthusiast audiences is leveraged by our partners, and our award-winning team is available to craft bespoke sponsorship and live brand experiences.
At Future we deliver strong results for our partners through a simple formula: clever ideas underpinned by insights, which engage passionate audiences and communities.

For more information please email licensing@futurenet.com and a member of the team will get back to you:

Rachel Shaw
Head of Print Licensing

Malcolm Collins
International Account Manager

Brendon Bester
International Account Manager

Georgina Flores-Laird
International Licensing Executive