

Press release

TechRadar and Tom's Guide drive Black Friday sales for retail partners

Impressive online engagement highlights Future plc's power to drive revenues and increase reach for brands

London, UK, 2nd December 2020: New data reveals the impressive results that Future's leading tech brands delivered for online retailers this Black Friday weekend, with [TechRadar](#) seeing a considerable 101% increase in affiliate links year-on-year, [Tom's Guide](#), seeing a 382% rise, and [GamesRadar+](#), boasting a 597% increase. [Future plc](#)'s technology portfolio in the UK achieved an average of 97% more clicks to brand sites than the same period in 2019, climbing to 411% when looking at games and entertainment brands.

In addition to these impressive figures, Future's ecommerce data shows it's going to be a techy Christmas this year. Based on the Black Friday figures, there will be a lot of technology under the tree, with top products sold including:

- High-end 4K UHD TV's from LG and Sony, predominantly 65" and 55" screens
- HP Pavilion Laptops, which rated number one across the Future tech portfolio when it came to sales value
- Amazon Echo Dot (4th Gen), which saw the highest number of sales of any product purchase through Future's tech sites
- Apple AirPods

The figures support Future's position as a leading sales driver in the tech space, with consumers relying on the publisher's brands to help them make difficult decisions on what to buy and at what price. In fact, Future's historic technology brand, [TechRadar](#), hosted the affiliate link through which the first UK pre-order of the Playstation 5 was made, and the product is now sold out. Future's audiences represent a high-intent portion of society with clicks to brand sites from its content soaring.

Zack Sullivan, Chief Revenue Officer, UK at Future commented: "These figures clearly show how Future's strong track record of harnessing technology and content to drive online audiences has powered significant online audience growth this Black Friday. Seeing the significant growth in clicks from not just our longstanding technology and gaming brands is very rewarding and we're delighted to be able to share the value of our model today."

Matthew Smith, Future's Director of Ecommerce, added: "It is clear that Future is ideally positioned to be a highly valued partner to retailers, using our established technology and expert editorial to drive sales."

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[Rule 26.1 Disclosure](#)

In accordance with Rule 26.1 of the City Code on Takeovers and Mergers, a copy of this announcement will be available at <https://www.futureplc.com> by no later than 12 noon (London time) on the business day following this announcement. The content of the website referred to in this announcement is not incorporated into and does not form part of this announcement.

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About Future

Future is a global platform business for specialist media with diversified revenue streams. Its content reaches over 1 in 3 adults online in both the UK and the US.

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 & entertainment, music, home & gardens, sports, TV & film, real life, women's lifestyle and B2B. Its brands include TechRadar, PC Gamer, Tom's Guide, Android Central, Truly, Digital Camera World, Homebuilding & Renovating Show, GamesRadar+, The Photography Show, Top Ten Reviews, Marie Claire, Live Science, Guitar World, MusicRadar, Space.com, What to Watch, Gardening Etc, Adventure and Tom's Hardware.

The Magazine division focuses on publishing specialist content, with a combined global circulation of over 3 million delivered through more than 115 magazines, and 410 bookazines published a year. The portfolio spans technology, games & entertainment, sports, music, photography & design, homes & garden, country lifestyle, TV & film and B2B. Its titles include Country Life, Wallpaper, Woman & Home, Classic Rock, Decanter, Guitar Player, FourFourTwo, Homebuilding & Renovating, Digital Camera, Guitarist, How It Works, Total Film, What Hi-Fi? and Music Week.