



# FUTURE

Connectors. Creators. Experience Makers.

## Future plc Records Double-Digit Year-On-Year Growth On Comscore

- **Future's sites are No. 1 in UK's Homes<sup>1</sup> and Technology markets<sup>2</sup>**
- **Latest Comscore results demonstrate significant audience growth in Cycling and Women's Lifestyle markets for Future**

**LONDON, 01 September 2020** - [Future plc](#), the international media group and leading digital publisher, has seen a 57% uplift in unique visitors year-on-year to reach a UK audience of more than 23m<sup>3</sup> in the latest Comscore release.

The data captures Future's new scale for the first time following the acquisition of TI Media in April 2020, which strengthened its position in existing markets and saw it enter new sectors such as Women's Lifestyle.

The results bolster Future's position as one of the UK's largest media publishers, with a portfolio spanning 200-plus brands.

- Future remains No. 1 for UK consumer tech audiences for the 19th consecutive month, with an audience reach of 12.9m<sup>4</sup>
- Future has taken the top spot in the Homes category
- Future's Lifestyle portfolio ranks within the UK's top 10 on Comscore
- The combined reach of Future's Cycling titles positions Future as the UK's leading publisher of digital cycling content

Future brands also achieved strong organic UK online audience growth of 45% year-on-year, and reached a total UK online audience of 33m<sup>5</sup>, driven by the company's innovative content models, expertise in growing audiences and proprietary technology.

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<sup>1</sup> Source: comScore Media Metrix, Lifestyles - Homes/Architecture, July 2020 - Future Plc, Unique Visitors; UK desktop age 6+, total mobile 18+

<sup>2</sup> Source: comScore Media Metrix, UK News/Information - Technology News, July 2020 - Future Plc, Unique Visitors; UK desktop age 6+, total mobile 18+

<sup>3</sup> Source: comScore Media Metrix, July 2020 - Future Plc, Unique Visitors; UK desktop age 6+, total mobile 18+

<sup>4</sup> Source: comScore Media Metrix, Future Tech July 2020 - Future Plc, Unique Visitors; UK desktop age 6+, total mobile 18+

<sup>5</sup> Source: Google Analytics, UK online users - monthly average financial year 2020 H1

Zack Sullivan, UK Commercial Revenue Officer, Future plc, says: *"These fantastic results reflect the strength of the Future portfolio, the quality of the individual brands and the exceptional work of our expert editorial and audience development teams. Reflecting our new scale following the TI Media acquisition, this set of results presents an exciting opportunity to connect new commercial partners with engaged audiences via premium, contextually relevant and brand-safe environments. As we enter Q4, we'll be capitalising on the holiday shopping period and looking ahead to our expansion plans for 2021."*

## **#1 Homes Network**

Boasting a 35% uplift in unique visitors and reaching 2.5m in the UK<sup>6</sup>, Future has secured the top spot in the UK Homes category to become the UK's largest digital homes publisher.

The acquisition of TI Media and its iconic portfolio of homes brands has expanded the network to now include [Homes & Gardens](#), [Livingetc](#), [Ideal Home](#), Country Homes & Interiors, 25 Beautiful Homes and [Style at Home](#).

## **Future Sports**

Future's sports portfolio achieved significant growth, with unique visitors up 208% on the quarter and 421% on the year, to reach a UK audience of 2.4m<sup>7</sup>. Future's strengthened position in the market can be attributed to the expansion of the portfolio, which adds Rugby World, Golf Monthly and Cycling Weekly to brands measured by Comscore.

Highlights within the category include Future's new position as the leading digital publisher for cycling content, with Cycling Weekly and Cycling News reporting a combined reach of 825k<sup>8</sup> in the UK.

## **Future Lifestyle**

Future is the UK's 10th biggest digital lifestyle publisher in the Comscore Lifestyle category, reaching 8.7m.

A new entrant into the Women's Lifestyle sector with a UK audience reach of 5.9m, Future's Lifestyle portfolio includes high profile brands such as [goodtoknow.co.uk](#), [marieclaire.co.uk](#), [woman&home.com](#).

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<sup>6</sup> Source: comScore Media Metrix, Lifestyles - Homes/Architecture, July 2020 - Future Plc, Unique Visitors; UK desktop age 6+, total mobile 18+

<sup>7</sup> Source: comScore Media Metrix, July 2020, Sports, Unique Visitors; UK desktop age 6+, total mobile 18+

<sup>8</sup> Source: comScore Media Metrix, July 2020, Cycling Weekly and Cycling News Unduplicated - Future Plc, Unique Visitors; UK desktop age 6+, total mobile 18+

In the US, Future plc retains its number two position in the News/Information - Technology News category<sup>9</sup>. [SPACE.COM](https://www.space.com) achieved an uplift in the US of 1.6 million<sup>10</sup> UVs month-on-month for July and [PCGAMER.COM](https://www.pcgamer.com) increased up 427K UVs<sup>11</sup>.

The acquisition of TI Media also boosted Future's Homes and Sports network up the US Comscore rankings, with audiences increasing by 216%<sup>12</sup> and 290%<sup>13</sup> month-on-month respectively.

**-Ends-**

## **About Future**

Connectors. Creators. Experience Makers.

Future is a global multi-platform media company and leading digital publisher, with scalable brands and diversified revenue streams. It connects over 300 million people worldwide with their passions, through expert content, world-class events and cutting-edge proprietary technology. Every year Future attracts millions of consumers to its brands' websites, magazines, events and social spaces. Its factual production company Barcroft Studios specialises in producing amazing content, enjoyed and shared by millions of people worldwide.

Its market-leading portfolio of over 220 brands spans technology, games, TV and entertainment, women's lifestyle, music, creative and photography, hobbies, home interest and B2B sectors. Brands include Country Life, woman&home, Marie Claire UK, Classic Rock, Guitar Player, FourFourTwo, TV Times, Homebuilding & Renovating, Decanter, Digital Camera, Guitarist, How It Works, Total Film, What Hi-Fi? and Music Week. In print Future's brands have a combined global circulation of over 3 million

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<sup>9</sup> Source:comScore Media Metrix, US News/Information - Technology News, July 2020 - Future Plc, Unique Visitors; US desktop age 2+, total mobile 18+

<sup>10</sup> Source:comScore Media Metrix, Space.com, July 2020 - Future Plc, Unique Visitors; US desktop age 2+, total mobile 18+

<sup>11</sup> Source:comScore Media Metrix, PCgamer.com, July 2020 - Future Plc, Unique Visitors; US desktop age 2+, total mobile 18+

<sup>12</sup> Source:comScore Media Metrix, US Lifestyles - Homes/Architecture, July 2020 - Future Plc, Unique Visitors; US desktop age 2+, total mobile 18+

<sup>13</sup> Source:comScore Media Metrix, US Sports, July 2020 - Future Plc, Unique Visitors; US desktop age 2+, total mobile 18+