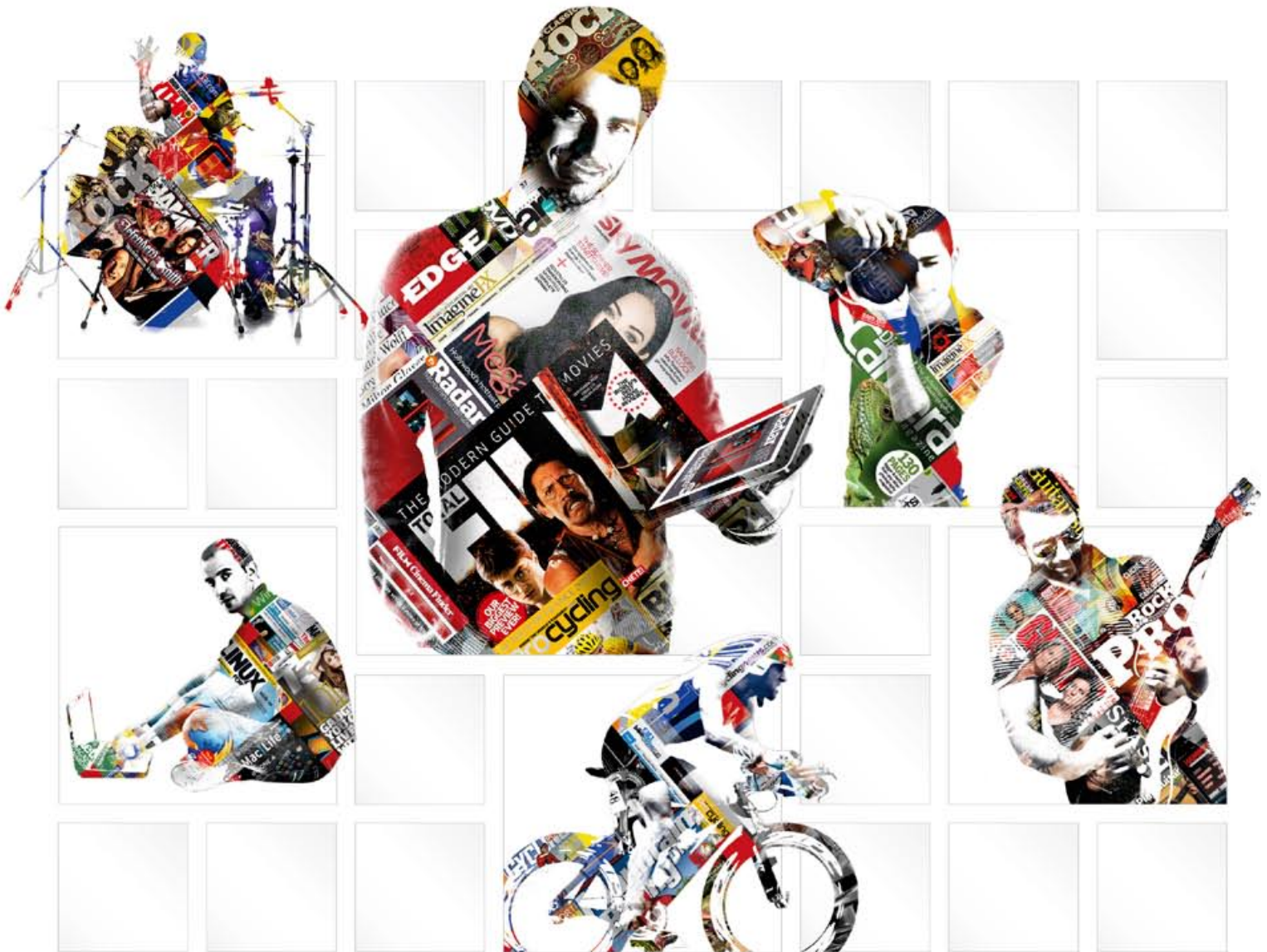


# PORTFOLIO 2011



# Welcome



At Future we base everything we do on enthusiasts who are passionate about their interests. From computer games to film, from cycling to music-making, from photography to fast cars, we create multi-media products that inform, entertain and unite these communities.

Our aim is to be the number one provider of content in our specialist sectors, and to be the partner of choice for those companies that wish to do business with the consumers who congregate around that content.

We share the same passions as our “prosumers”. We call them prosumers because their passion makes them more engaged, more loyal and more committed than consumers of general media. Almost professional consumers.

Our focus on, and commitment to, editorial quality and design excellence coupled with accessibility and interactivity, have helped us to build market leadership positions in all of the specialist sectors in which we operate.

Look at our portfolio and you’ll get a taste of what Future has to offer.

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Consumer Electronics  
Computing/Photography/  
Digital Creative

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Console & PC Gaming

**10 Music & Movies**

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A handwritten signature in black ink, appearing to read 'Stevie Spring'. The signature is fluid and cursive, with a horizontal line underneath.

**Stevie Spring**

Chief Executive, Future Plc



★ CLASSIC ★  
**Rock**  
 HIGH VOLTAGE ROCK 'N' ROLL

FREE 15-TRACK CD!  
 150<sup>th</sup> Issue  
 OZZY OSBOURNE  
 JIMI HENDRIX  
 GUNS N' ROSES  
 KING CRIMSON  
 THE MANIC STREET PREACHERS  
 DEVO  
 AND MORE!

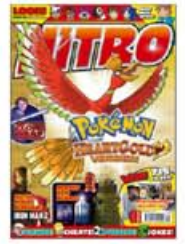
**THE 150 GREATEST DEBUT ALBUMS OF ALL TIME**

BLIZZARD OF OZZ  
 How Randy Rhoads saved Ozzy Osbourne  
 ARE YOU EXPERIENCED  
 How Jimi Hendrix changed everything  
 APPETITE FOR DESTRUCTION  
 The making of a rock classic. By Steven Adler

IN THE COURT OF THE CHEMICAL KING  
 BOB DYLAN  
 GENERATION TEARDROPS  
 TOP FAST FOR LOVE  
 PETER DINKEL  
 SICK BLOW

Paranoid. Fumbling. Or just plain freaky.  
 Rock's finest remember their first time.

Future



36 BIKE LIGHTS TESTED  
 16 NEW BIKES TESTED  
 73 ESSENTIAL PRODUCTS TESTED

**CYCLING PLUS**

Next year's bikes now!  
 Exclusive first rides of 2013's top models

GET BETTER IN BED

THE UK'S TOP 10 CAR STOPS

993 BIKES  
 Every road bike from £269 to £14,500

UK'S BIGGEST BUYER'S GUIDE



gamesradar

The evolution of scary games

The Top 7... Most satisfying one-hit boss kills

FABLE III  
 IT'S A REVOLUTION

LE TOUR DE FRANCE 2010  
 INSIDE THE WORLD'S TOUGHEST RACE

**ProCycling**

CONTADOR  
 HOW HE WON HIS EPIC DUEL WITH SCHILKE

VUELTA PREVIEW



cyclingnews.com

31 THIRDS  
 THE WORLD CHAMPION

COLNAGO



ANNIVERSARY SPECIAL!

**NINTENDO POWER**

26-PAGE TRIBUTE  
 We salute the games, controllers, codes, and even the boxes behind the system that started it all!

30 YEARS OF NES

WET3.COM NOVEMBER 2010 £4.25

ROGER FEDERER ON TECH AND 3D | THE CAR THAT DOES 1,000MPH | SKY 3D ARRIVES: YOURS FOR £60

# T3

THE GADGET MAGAZINE

**PS3 MOVE VS XBOX KINECT**

GAMING JUST GOT EXCITING AGAIN

**BLACKBERRY FIGHTS BACK TORCH TAKES ON ANDROID**

**TWO SCREEN TABLET TWICE AS GOOD AS IPAD?**

**3D SUPER SHOOTER NEXT-GEN DIGITAL CAMERA**

PLUS HD VIDEO PHONES | PAID VS NETBOOKS | IPOD DOCKS | GAMING PCs

**THE TECH 100**  
TECH'S MOST POWERFUL PEOPLE REVEALED

PLUS WEARING MY ROLEX: RETRO EXECUTIVE TECH | 1ST HUMANOID ROBOT IN SPACE

CLASSIC FORD

HOME-BUILT HEROES!

STREET RACER

mini magazine

POWER LOAD!

WET & WILD USED BUYER'S GUIDE

# FAST BIKES

THE POCKET ROCKETS

POPS YOSHIMURA

**NAKED SPORTSBIKE OF THE YEAR**

Streetfighter 5 v 990 Super Duke R v Street Triple R v Z1000 v DB6 Delirio

NEW LOOK! CANON VS NIKON VS SONY FAST PRO-SPEC SLRs FROM £550!

# Digital Camera

TAKE CONTROL OF YOUR SLR

RAW CRASH COURSE

PhotoPlus

Canon Lenses

LINUX Format

Networking made easy

techradar.com

Does Kinect herald the demise of the keyboard?

TECH NEWS HEADLINES

Discover speedy broadband

arts

Re-energise your daily design work

Logos, Bookmarks, Branding

crochet

Your FamilyTree

MAXIMUM PC

CrossStitcher

EASY & STYLISH festive designs

68 BRILLIANT IDEAS FOR CHRISTMAS

PCFormat

ULTIMATE RAM TEST

arts

Simply Knitting

20 Stylish designs to start today!

The Knitter

SUBTLE SHAPES

PaperCraft

Delicious card ideas!

Imagine X

HORROR ART

T3

Latest News

Latest Videos



# At a glance

4

**No.1**

UK magazine licensor

**No.1**

UK magazine exporter

**No.1**

Largest producer of film magazines in the UK

**No.3**

Gamesradar.com  
– world's No.3 games  
information website

**No.3**

Special-interest  
publisher on UK  
newsstand

**6m**

Customer magazines  
produced every month

**90**

Future magazines exported  
or licensed to 90 countries

Founded in 1985, Future now employs 1,200 people in offices in the UK, US and Australia

*Over 1,500 items of multi-media content every month*

*More than 80 magazines selling 3.2 million copies each month*

*27 annual events attracting hundreds of thousands of visitors*

*23 million unique visitors a month to our websites*



## Top Tens

### Future UK magazines

- 1 Xbox 360: The Official Magazine
- 2 Classic Rock
- 3 T3
- 4 Total Film
- 5 Official PlayStation Magazine
- 6 Mountain Biking UK
- 7 Cycling Plus
- 8 Guitarist
- 9 Digital Camera
- 10 Metal Hammer

### Future US magazines

- 1 Guitar World
- 2 Official Xbox Magazine
- 3 Maximum PC
- 4 PC Gamer
- 5 Nintendo Power
- 6 PlayStation: The Official Magazine
- 7 MacLife
- 8 Revolver
- 9 Guitar Aficionado
- 10 MacLife specials

### Websites

- 1 gamesradar.com
- 2 techradar.com
- 3 CVG.com
- 4 bikeradar.com
- 5 cyclingnews.com
- 6 maximumpc.com
- 7 PCgamer.com
- 8 maclife.com
- 9 T3.com
- 10 musicradar.com



# Technology

Consumer Electronics/Computing/Photography/Digital Creative

6

**No.1 for consumer electronics in UK**

**Chart-topping iPad apps in US and UK**

**MacFormat sector No.1 in UK**

**Maximum PC sector No.1 in US**

Future's technology portfolio is constantly innovating, reflecting the excitement of the fast-moving markets in which it operates. We are reaching and engaging with more technology enthusiasts than ever before through print, digital and events.

We attract more than seven million visitors every month via our influential websites including T3.com, maclife.com, photoradar.com and maximumpc.com. Techradar.com is now the UK's number one technology news and reviews website with over 3.5 million visitors globally a month.

We've been among the first publishers to exploit and experiment with emerging digital platforms. MacLife's tablet edition for iPad was number one in the Apple App Store on both sides of the Atlantic and has been downloaded in excess of 350,000 times. T3's edition for the iPad is a standard bearer for quality and interactivity on the tablet platform and we have apps available for most of our products for iPhone and Android.

T3, our flagship consumer technology brand, goes from strength to strength, engaging with hundreds of thousands of gadget fans every month in print, online and on-mobile. The 2010 T3 Gadget Awards generated over 750,000 votes and has become the highlight of the technology industry calendar, attracting the gadget industry's biggest names with sponsors including Orange, Qualcomm and Samsung.

We've launched two new titles during the year: Maximum Tech, the in-depth technology guide, and Tap!, for users of iPhones and iPads. These add to our portfolio of high quality, authoritative print titles including T3, Computer Arts, .net, Digital Camera, MacFormat and Linux Format.

And we're driving engagement with our enthusiasts through events, awards and tutorials. The .net Awards are the UK's longest running internet awards and Digital Camera's annual Photographer of the Year Awards attracted 115,000 entries from around the world in 2010.







350,000 downloads of Mac|Life iPad edition



- MAGAZINES
- 3D World **UK**
  - Computer Arts
  - Computer Arts Projects
  - Digital Camera
  - Hi-Fi Choice
  - Home Cinema Choice
  - ImagineFX
  - Linux Format
  - MacFormat
  - .net
  - PC Format
  - PC Plus
  - PhotoPlus
  - Photoshop Focus Guide
  - T3
  - Tap! The iPhone and iPad Magazine
  - What Laptop
  - What Satellite and Digital TV
  - Windows: The Official Magazine
  - Mac|Life **US**
  - Maximum PC
  - Maximum Tech
  - Windows: The Official Magazine
  - T3 **AUS**
  - Windows: The Official Magazine

- WEBSITES
- techradar.com
  - photoradar.com
  - 3dworldmag.com
  - computerarts.co.uk
  - hifichoice.co.uk
  - homecinemachoice.com
  - imaginefx.com
  - macformat.co.uk
  - maclife.com
  - maximumpc.com
  - netmag.co.uk
  - officialwindowsmagazine.com
  - pformat.co.uk
  - pcplus.co.uk
  - T3.com
  - tuxradar.com
  - whatlaptop.co.uk

- EVENTS
- Computer Arts Graduate Showcase **UK**
  - Digital Artist Awards
  - Digital Camera Photographer of the Year Awards
  - Home Cinema Choice Awards
  - .net Awards
  - T3 Gadget Awards
  - TechRadar Phone Awards
  - What Laptop Awards

# Games

## Console & PC Gaming

8

**No.1 for games magazines globally**

**9m visitors across Games websites**

**No.3 global games information website: GamesRadar**

**1.5 million votes for Golden Joystick Awards**

Future holds a unique position in the global games media market, combining strong partnerships with console manufacturers and a unique cross-media approach. We are the only games media owner with reach across print, online, covermounted discs, on-console editions and events.

Every month, we attract more than nine million visitors to Future's games websites. The average time spent on gamesradar.com is over six minutes – more than three times that of gamespot.com – demonstrating the strength of engagement with this global brand.

UK news website CVG.co.uk has grown its monthly visitors to more than two million. In 2010 we launched PCgamer.com, bringing more than 15 years of PC authority online, catering for dedicated PC gamers across the world.

In all three of our core territories (UK, US and Australia), Future publishes official or unofficial titles for Xbox, PlayStation and Nintendo and licenses these titles into further territories. We are leveraging these unrivalled partnerships in games beyond print and web by providing truly creative thinking.

We introduced the industry's first ever on-console digital editions, monthly Qore and weekly FirstPlay, both available via Sony's PlayStation 3 console, and we recently launched Nintendo TV. Future also partners with Blizzard Entertainment to produce World of Warcraft: The Magazine, a subscription-only title targeting 11.5 million paying subscribers of the world's biggest Massive Multiplayer Online game.

Our annual Golden Joystick Awards event – "The Oscars of Gaming" – attracted more than 1.5 million online votes in 2010.





We publish official titles for Sony, Nintendo and Microsoft in the UK and the US



- MAGAZINES
- Edge **UK**
- GamesMaster
- Girl Gamer
- Nitro
- NGamer
- Official Nintendo Magazine
- PC Gamer
- PSM3
- PlayStation: Official Magazine
- Xbox 360: The Official Magazine
- Xbox World 360
- Nintendo Power **US**
- PC Gamer
- PlayStation: The Official Magazine
- Official Xbox Magazine
- Official Nintendo Magazine **AUS**
- PSM3
- Xbox 360: The Official Magazine

- WEBSITES
- gamesradar.com
- computerandvideogames.com
- next-gen.biz
- nintendopower.com
- officialnintendomagazine.co.uk
- oxm.co.uk
- oxmonline.com
- PCgamer.com

- EVENTS
- Golden Joystick Awards **UK**



# Music & Movies

## Music-Making & Listening

No.1 in guitar magazines

No.1 music-making publisher

Golden Gods Awards screened on VH1

Future is the biggest guitar publisher in the world and the biggest music-making publisher in both the US and the UK.

Guitar World maintains its position as the world's biggest guitar magazine and in 2010 launched its first paid-for, fully interactive app: Guitar World Lick of the Day. Guitar Aficionado, the lifestyle magazine for guitarists, was runner-up for 'Best Cover of the Year' by the American Society of Magazine Editors.

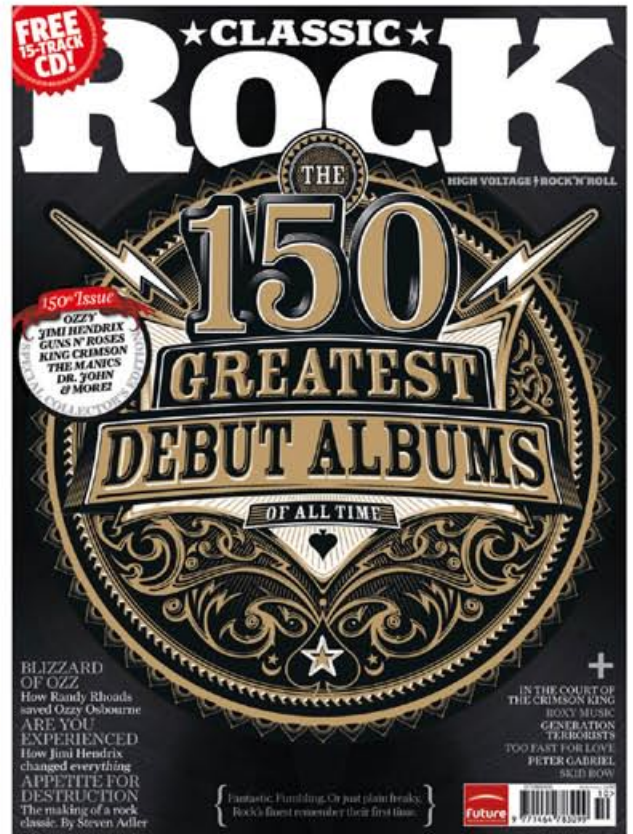
Rhythm celebrated its 25th anniversary in 2010 and maintained its position as the UK's number one drumming magazine. Computer Music's first iPhone app reached downloads of over 60,000.

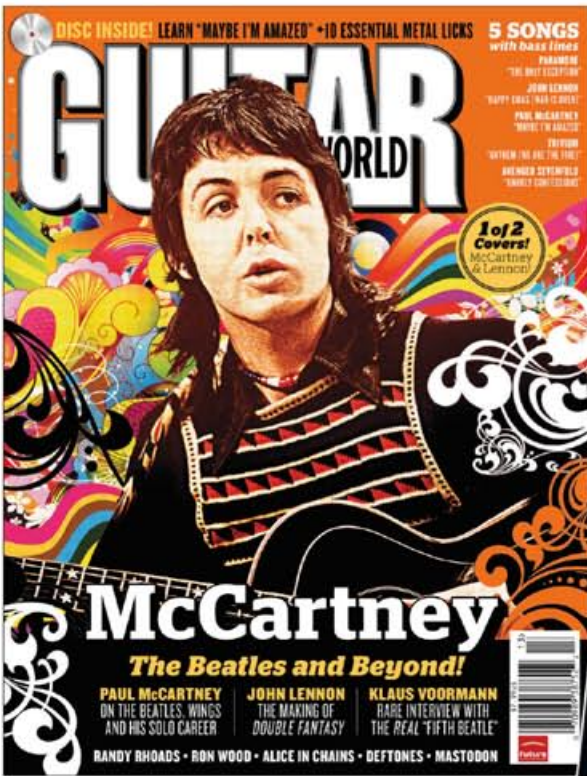
Musicradar.com, our flagship music-making website, now attracts five million page views a month, providing news, reviews, tutorials and a community for music-makers. MusicRadar launched new bass and acoustic channels in 2010, along with StoreFinder, a

bespoke web app that enables browsers to find their local music retailer.

Our music-listening brands Classic Rock, Metal Hammer and Revolver are going from strength to strength. Classic Rock recorded its ninth consecutive circulation increase in the last full year ABCs and launched a series of successful spin-offs including a Classic Rock Presents: Slash fanpack and Classic Rock Presents: AOR. Classic Rock Prog magazine now runs as a popular bi-monthly title. Classic Rock honoured Rush as 2010's "Living Legend" at its Classic Rock Awards.

Metal Hammer and Revolver ran successful Golden Gods shows in the UK and US respectively. Metal Hammer magazine was recognised for its outstanding design winning best entertainment cover at the PPA Maggies Awards, beating Empire, Heat and Hello. Both brands have launched mobile apps, and Metal Hammer has more than 70,000 Facebook followers.





Guitar World is the world's biggest guitar magazine



- MAGAZINES
- Classic Rock Prog **UK**
  - Classic Rock
  - Computer Music
  - Future Music
  - Guitarist
  - Guitar Techniques
  - Metal Hammer
  - Rhythm
  - Total Guitar
  - Guitar Aficionado **US**
  - Guitar World
  - Guitar World Legends
  - Revolver
  - Guitarist **AUS**

- WEBSITES
- musicradar.com
  - classicrockmagazine.com
  - guitaraficionado.com
  - guitarworld.com
  - metalhammer.co.uk
  - metalkult.com
  - revolvermag.com

- EVENTS
- Classic Rock Roll of Honour **UK**
  - Classic Rock Tours
  - Hammerfest
  - High Voltage Festival
  - Metal Hammer Golden Gods
  - Metal Hammer Live Tours
  - Producer Sessions Live
  - Revolver: 2010 Rockstar Energy **US**
  - Mayhem Festival
  - Golden Gods Awards



PRODUCER SESSIONS LIVE

# Music & Movies

Film

12

**No.1 film publisher in the UK**

**SKY Movies, world's biggest film magazine**

**SFX: world's No.1 sci-fi and fantasy magazine**

Future is the UK's leading film publisher with the broadest portfolio in print, digital and events. We produce around four million magazines and generate more than seven million page views on our websites every month.

Total Film is the flagship brand in a portfolio that includes SKY Movies, the world's largest movie magazine, Odeon magazine, SFX and DVD & Blu-ray Review. We have a unique position in the market, delivering cross-platform campaigns to influential film fans throughout the full product lifecycle of a film: from early buzz through to DVD release.

Totalfilm.com has seen an uplift in traffic to over six million page views a month, with average time spent on the site now reaching eight minutes; the highest in the film sector. The Total Film iPhone app brings the latest news, reviews and trailer videos direct to film fans, as well as location-based cinema listings, show times and directions.

Total Film's Screening Club enabled over 20,000 film fans to preview the latest movie releases in 2010.

SFX, the world's number one sci-fi and fantasy publishing brand, continues to increase sector share and broaden its reach. 2010 saw the first ever SFX Weekender event with more than 2,500 sci-fi fans in attendance. SFX.com was redesigned and relaunched during the year, while the magazine featured its first 3D cover to celebrate the 11th Doctor Who and its own 200th issue. During the year SFX launched its new spin-off title, Comic Heroes.

DVD & Blu-ray Review continues to be sector leader for home entertainment and the only magazine dedicated to covering Blu-ray and the rapid development of high-definition technologies and software for the home.



**MAGAZINES**  
**UK** Comic Heroes  
 DVD & Blu-ray Review  
 Odeon magazine  
 SFX  
 Sky Movies  
 Total Film

**WEBSITES**  
 dvdreview.co.uk  
 sfx.co.uk  
 totalfilm.com

**EVENTS**  
**UK** SFX Weekender

# Active

## Hobbies & Crafts

No.1 in cross stitching

No.1 in papercraft

No.1 in knitting

No.1 in genealogy

Future's Hobbies and Crafts portfolio holds number one positions in all of the segments in which we publish – papercraft, cross stitching, knitting and genealogy – making us the clear leader in the UK hobbies and crafts market. We have almost 70,000 loyal subscribers across the portfolio.

Our portfolio offers a compelling proposition for our commercial partners – our consumers are highly committed and invest considerable time and money in their hobby. CrossStitcher readers have been stitching for an average of 13 years and spend over 13 hours a week on their hobby, while PaperCraft Inspirations readers produce more than 15 million cards a year.

We are the only UK publisher to have two knitting titles; Simply Knitting caters for beginner to intermediate, while The Knitter is aimed at the more experienced knitter. PaperCraft Inspirations is the UK's number one papercraft magazine while Your Family Tree maintained its market-leading position

with a 3% increase in circulation in the last full-year ABCs – its fifth consecutive rise. Recently redesigned, CrossStitcher has been brought up to date with modern designs, creative ideas and new techniques for all levels of cross stitcher.

In the US, following the launch of Crochet Today! in 2009, 2010 saw the launch of Knitting Today!, both produced in partnership with Coats & Clark.

Every year, we distribute in excess of a million copies of our Hobbies and Crafts magazines to more than 40 countries as far afield as Sri Lanka, Lebanon and Chile.

In 2010 we further strengthened our relationship with craft audiences through the launch of CraftCircle, a members-only online area providing exclusive content, offers and competitions to our subscribers. Our annual consumer event – the Stitch and Craft Show – increased visitor numbers to more than 15,000 in 2010.



- MAGAZINES
- Cross Stitch Collection **UK**
  - CrossStitcher
  - PaperCraft Inspirations
  - Simply Knitting
  - The Knitter
  - Your Family Tree
  - Crochet Today! **US**
  - Knitting Today!

- WEBSITES
- [crosstitchermagazine.co.uk](http://crosstitchermagazine.co.uk)
  - [papercraftinspirationsmagazine.co.uk](http://papercraftinspirationsmagazine.co.uk)
  - [simplyknitting.co.uk](http://simplyknitting.co.uk)
  - [stitchandcraft.co.uk](http://stitchandcraft.co.uk)
  - [theknitter.co.uk](http://theknitter.co.uk)
  - [yourfamilytreemag.co.uk](http://yourfamilytreemag.co.uk)

- EVENTS
- Stitch and Craft Show **UK**

# Active

## Sports

World's No.1  
cycling publisher

Mountain Biking UK:  
UK's No.1 bike magazine

Cycling Plus: UK's No.1  
road cycling magazine

BikeRadar network  
reaches up to 4 million  
unique users a month

Future's depth and reach of content makes us the world's number one cycling publisher, and our portfolio continues to grow.

Online, our cycling websites now attract up to four million visitors every month. Cyclingnews.com is the world centre of cycling, with 24/7 news from around the globe, while bikeradar.com is the comprehensive resource for every cyclist, featuring downloadable routes and the largest reviews database in the world.

This success is underpinned by our constant product review process and our editorial team in the UK, US and Australia, delivering unique content from the most experienced team of cycling journalists in the world. They bring together the very best reviews, features and product testing from across our cycling portfolio.

Cycling Plus magazine had its tenth consecutive year of growth, recording a 16% increase in circulation and winning 'Specialist Consumer Magazine of the Year' at

the PPA Awards in 2010, beating Radio Times, Lonely Planet and Jamie magazines. Recently redesigned, Procycling remains the world's leading cycle sport magazine, enjoying unparalleled access to pro teams and riders. Mountain Biking UK is the biggest selling bike magazine in the UK, while What Mountain Bike remains the UK's leading off-road buying title.

2010 also saw the roll-out of a series of bookazines and specials, including The Official 2010 Tour de France Guide and Ride to Work: The Essential Guide to Commuting.

Triathlon Plus continued its growth with the launch of a new website: triradar.com. Combining the best in news and features from the magazine with community and interactive features, the website allows triathletes to engage both with the brand and each other.



MAGAZINES  
UK Cycling Plus  
Mountain Biking UK  
Procycling  
Triathlon Plus  
What Mountain Bike

WEBSITES  
bikeradar.com  
cyclingnews.com  
triradar.com



# Active

Automotive

No.1 in performance tuning

Fast Bikes: UK's No.1 sports bike magazine

80,000 fans attended Auto Events Series

Future's automotive portfolio reaches a broad audience of passionate motoring enthusiasts. Every month through our specialist motoring magazines, websites and interactive events, we engage nearly 600,000 people whose lives are driven by a love of modified cars, classic cars, individual marques and motorbikes.

Our ability to maximise cross-portfolio opportunities where there are shared audiences and advertisers – such as Redline and TRAX or The Performance Vauxhall Show and Total Vauxhall – is one of Future's advantages. The Future Auto Events Series continues to go from strength to strength; in partnership with Adrian Flux Insurance Services, the series saw the addition of two new events and a 22% increase in attendance in 2010. More than 80,000 fans attended our series during the summer.

Each product in the automotive portfolio is clearly defined and highly targeted, speaking to the most passionate and engaged audience in each sector – Fast Bikes is the magazine for the sports bike fan, Fast Car is for the grassroots tuner and the Classic Ford Show is the must-attend event for owners of older Fords.

Performance tuning is at the portfolio's epicentre. We reach more enthusiast tuners than any other media group, and we are leveraging this advantage to increase our share of advertising and drive further growth in digital.



- MAGAZINES
- Classic Ford
  - Classics Monthly
  - Fast Bikes
  - Fast Car
  - Fast Ford
  - Mini Magazine
  - Redline
  - Total Vauxhall
  - Trucking
  - Truckstop News

- WEBSITES
- classicfordmag.com
  - fastbikesmag.com
  - fastcar.co.uk
  - fastfordmag.co.uk
  - minimag.co.uk
  - redlinemag.com
  - totalvauxhall.co.uk

- EVENTS
- Classic Ford Show
  - Ford Fair
  - Japfest
  - Performance Vauxhall Show
  - Total Vauxhall Live
  - TRAX

# Events

Over 80,000 visitors to auto events

1.5m votes for Golden Joystick Awards

750,000 votes for T3 Gadget Awards

15,000 visitors to Stitch and Craft Show

Future's programme of live events reflects the passion and excitement of its diverse portfolio. From knitting to heavy metal, our events successfully unite our readers and commercial partners.

2010 was a record breaking year for our automotive shows, as the Adrian Flux Auto Event series attracted more than 80,000 visitors, with the successful introduction of two new show dates to the calendar.

The Golden Joystick Awards confirmed their position as the world's most popular video gaming awards, attracting over 1.5 million votes in 2010.

The T3 Gadget Awards had their best year yet. 750,000 readers voted and the Awards were attended by leading lights from the consumer electronics industry, from Google to Panasonic.

Future's music brands continue to strengthen their relationship with fans. Our High Voltage festival (in partnership Mama Group), attracted thousands of rock lovers from across Europe. The annual Golden Gods Awards enable Metal Hammer and Revolver readers to rub shoulders with the biggest names in heavy metal in both the US and the UK.

This year our inaugural SFX Weekender drew more than 2,500 sci-fi fans together for two days of celebrity signings, talks and cult film screenings.

The Stitch and Craft Show saw 15,000 craft enthusiasts come to the two-day event.

2010 marked the first-ever Computer Arts Graduate Showcase which saw design studio heads leading seminars and workshops. We also launched Producer Sessions Live, where globally recognised music producers met enthusiasts.



# Digital

23 million unique users each month

1,500 items of multi-media content every month

More than 150 million page views per month

Future is a portfolio business focusing on specialist communities who are passionate about their interests. That plays perfectly to digital opportunities – online, on-mobile, on-console and on-tablet. We apply the same consumer-centric principles on which we've built our print business to create compelling digital environments for our enthusiasts and our commercial partners – adding functionality for the format: search, sharing, interaction, video and audio.

We now attract 23 million visitors from around the world, each month, to our portfolio of websites. That portfolio includes pillar 'Radar' web properties in our core sectors – GamesRadar, BikeRadar, TechRadar, MusicRadar and PhotoRadar – as well as dedicated sites for key brands such as Guitar World, T3 and Total Film.

We're also developing an expanding range of apps for mobile platforms, all delivering up-to-date and compelling news, reviews, podcasts, video content and interactive community features.

Delivering deep engagement, as well as reach, Future's digital platforms have further transformed our ability to provide tightly targeted audiences to advertising partners. Whether it's the 350,000 downloads for MacLife's iPad edition, the more than 300,000 Facebook fans or 300,000 Twitter followers of Future's brands, we're creating stronger relationships with our online audiences all the time.

And we have industry-leading expertise in multi-media content creation which we're delivering for both our consumers and commercial partners. From corporate videos and microsites to podcasts; from cover discs to video tutorials, we create more than 1,500 items of multi-media content every month at our in-house studios in Bath, London and New York.



# FuturePlus

Customer Publishing

Nearly 6 million customer magazines produced every month

Sky Magazine Live winner of Digital Magazine of the Year

FuturePlus is our award-winning customer-publishing agency. Operating in the UK and US, we develop creative, targeted solutions for branded content for our commercial partners in print and digital.

We believe that great creative content comes from powerful, channel-neutral, strategic thinking and FuturePlus has one of the highest proportions of digital business in the industry. This year, we won Digital Magazine of the Year for Sky Magazine Live at the prestigious Digital Magazine Awards.

Some of our key content partners include O2, BSKyB, Kmart, Best Buy, Coats & Clark, Tesco, GMB and ODEON. In 2009 we launched World Of Warcraft: The Magazine, in partnership with Blizzard Entertainment. This subscription-only magazine is the games industry's first paid-for 'publish-on-demand' product.

Our products are developed by pairing strategic insight into our customer's commercial objectives with editorial excellence. Unrivalled editorial expertise and a huge pool of best in class creative talent, means we create bespoke, branded, cross-media content, which is measurable; offers a high return on investment; and demonstrably increases brand loyalty.

Our customer magazines routinely generate £4 in sales for every £1 marketing budget invested, and when the average amount of time spent reading our customer magazines is over 25 minutes, this provides unrivalled opportunity to communicate brand and product messaging to customers.

From magazines to websites, emails to apps, catalogues to interactive magazines, video and more, we find, engage and inspire our partners' customers – wherever they may be.





Our products are developed by pairing strategic insight with editorial excellence




- OUR PARTNERS INCLUDE
- Ancestry.co.uk **UK**
  - BSkyB
  - Chartered Society of Physiotherapy
  - Coats & Clark
  - Design Objectives
  - GMB
  - Korg
  - Musicians' Union
  - Mice and Dice Ltd
  - O2
  - Oxford University
  - Odeon
  - PC World
  - Roland
  - Scope
  - Tesco
  - Best Buy **US**
  - BlackBerry Rim
  - Blizzard Entertainment
  - Coats & Clark
  - Kmart
  - NVIDIA



# International

## Export & Licensing

**No.1 UK  
magazine licensor**

**No.1 UK  
magazine exporter**

**License or export to  
90 countries**

We produce only English language content, so our international business has two routes to market: licensing and export copy sales. Our diverse multiplatform portfolio gives us great opportunities to exploit our original products all around the globe.

Our special interest content attracts a loyal audience through editorial excellence and high production values, and is readily transferable to overseas markets across print, online and mobile platforms. T3 alone has 21 international print editions, dedicated international editions of T3.com, and international digital editions available on mobile platforms: proof-positive of globally transferable content.

We have over 15 years' experience in licensing, and now have strategic partnerships with 69 overseas magazine publishers, 175 licenses and licensed editions available in 89 countries worldwide. Future's approach is based on the cornerstones of strong partnerships, innovation and passion.

It's a formula that works: we continue to be the UK's no.1 magazine licensor.

When licensing from Future, partners can expect support and guidance from a dedicated licensing manager, high-speed content delivery, international advertising sales assistance and the opportunity to share knowledge at Future's annual International Licensing Conference. Through developing these trusted partnerships we help our licensing partners to exceed their financial objectives.

Our high quality, premium priced English-language editorial products are highly transferable in the global marketplace. Our export team continue to build and develop relationships with international distributors and retailers to expand into new markets and sales channels. We are the UK's biggest magazine exporter.



**EXPORT**

- Top five most exported titles
- 1 Classic Rock
- 2 Official Xbox Magazine
- 3 Metal Hammer
- 4 Linux Format
- 5 Guitar Techniques

**LICENSING**

- Top five most licensed titles
- 1 T3
- 2 Digital Camera
- 3 Xbox 360: The Official Magazine
- 4 Windows: The Official Magazine
- 5 PC Gamer





We now have strategic partnerships with 69 overseas magazine publishers



## Magazines

### GAMES

Edge  
GamesMaster  
Girl Gamer  
NGamer  
Nintendo Power (US)  
Nitro  
Official Nintendo Magazine  
Official Nintendo Magazine (Aus)  
Official Xbox Magazine (US)  
PC Gamer  
PC Gamer (US)  
PlayStation: Official Magazine  
PlayStation: The Official Magazine (US)  
PSM3  
PSM3 (Aus)  
Xbox 360: The Official Magazine  
Xbox 360: The Official Magazine (Aus)  
Xbox World 360

### TECHNOLOGY

3D World  
Computer Arts  
Computer Arts Projects  
Digital Camera  
Hi-Fi Choice  
Home Cinema Choice  
ImagineFX  
Linux Format  
MacLife (US)  
MacFormat  
Maximum PC (US)  
Maximum Tech (US)  
.net  
PC Format  
PC Plus  
PhotoPlus  
Photoshop Focus Guide  
T3  
T3 (Australia)  
Tap! The iPhone and iPad Magazine  
What Laptop  
What Satellite and Digital TV  
Windows: The Official Magazine  
Windows: The Official Magazine (Aus)  
Windows: The Official Magazine (US)

### MUSIC

Classic Rock  
Classic Rock Prog  
Computer Music  
Future Music  
Guitar Aficionado (US)  
Guitar Legends (US)  
Guitar Techniques  
Guitar World (US)  
Guitarist  
Guitarist (Aus)  
Metal Hammer  
Revolver (US)  
Rhythm  
Total Guitar

### FILM

Comic Heroes  
DVD & Blu-ray Review  
Odeon magazine  
SFX  
Sky Movies  
Total Film

### SPORTS

Cycling Plus  
Mountain Biking UK  
ProCycling  
Triathlon Plus  
What Mountain Bike

### HOBBIES & CRAFTS

Crochet Today! (US)  
Cross Stitch Collection  
CrossStitcher  
Knitting Today! (US)  
PaperCraft Inspirations  
Simply Knitting  
The Knitter  
Your Family Tree

### AUTO

Classic Ford  
Classics Monthly  
Fast Bikes  
Fast Car  
Fast Ford  
Mini Magazine  
Redline  
Total Vauxhall  
Trucking  
Truckstop News

## Websites

### GAMES

**gamesradar.com**  
computerandvideogames.com  
next-gen.biz  
nintendopower.com  
officialintendomagazine.co.uk  
oxm.co.uk  
oxmonline.com  
pcgamer.com

### TECHNOLOGY

**techradar.com**  
**photoradar.com**  
3dworldmag.com  
computerarts.co.uk  
hifichoice.co.uk  
homecinemachoice.com  
imaginefx.com  
macformat.co.uk  
maclife.com  
maximumpc.com  
netmag.co.uk  
officialwindowsmagazine.com  
pcformat.co.uk  
pcplus.co.uk  
T3.com  
tuxradar.com  
whatlaptop.co.uk

### MUSIC

**musicradar.com**  
classicrockmagazine.com  
guitaraficionado.com  
guitarworld.com  
metalhammer.co.uk  
metalkult.com  
revolvermag.com

### FILM

dvdreview.co.uk  
sfx.co.uk  
totalfilm.com

### SPORTS

**bikeradar.com**  
cyclingnews.com  
triradar.com

### HOBBIES & CRAFTS

crossstitchermagazine.co.uk  
papercraftinspirationsmagazine.co.uk  
simplyknitting.co.uk  
stitchandcraft.co.uk  
theknitter.co.uk  
yourfamilytreemag.co.uk

### AUTO

classicfordmag.com  
fastbikesmag.com  
fastcar.co.uk  
fastfordmag.co.uk  
minimag.co.uk  
redlinemag.com  
totalvauxhall.co.uk

## Events

### GAMES

Golden Joystick Awards

### TECHNOLOGY

Computer Arts Graduate Showcase  
Digital Artist Awards  
Digital Camera Photographer of the Year  
Home Cinema Choice Awards  
.net awards  
T3 Gadget Awards  
TechRadar Phone Awards  
What Laptop Awards

### MUSIC & FILM

Classic Rock Roll of Honour  
Classic Rock Tours  
Hammerfest  
High Voltage Festival  
Metal Hammer Golden Gods  
Metal Hammer Live Tours  
Producer Sessions Live  
Revolver: 2010 Rockstar Energy  
Mayhem Festival (US)  
Golden Gods Awards (US)  
SFX Weekender

### HOBBIES & CRAFTS

Stitch and Craft Show

### AUTO

Classic Ford Show  
Ford Fair  
Japfest  
Japfest 2: The Evolution  
Performance Vauxhall Show  
Total Vauxhall Live  
TRAX





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