

A dark blue background featuring a collage of four movie characters: a blonde woman on the left, a woman with dark hair in the center, a man with short dark hair on the right, and a woman with a headband on the far right.

# Film and Entertainment At Future

---

MEDIA PACK

FUTURE



# Future is a global multi-media company

We produce, websites, TV shows, social content, events and, magazines.

We combine engaging content with cutting-edge data – as our audience is at the heart of what we do.





Future's influential sites, events and magazines make it a leading authority amongst consumer and B2B audiences.

Our global portfolio spans brands in:  
**Tech, Gaming, Music, Home Interest, Sports, Photography, Design & Knowledge, Country Lifestyle, Lifestyle & Entertainment, Women's Lifestyle and B2B.**

**301m**

Monthly  
online users

**287m**

Social media  
fans

**2.6m**

ABC Print  
circulation

**111k**

Event  
attendees in  
2022



# The Future Network

**37%**

AB

**70%**

ABC1

**27%**

18-34



**49/51**

Male/Female Split

**31%**

Have Children

**32%**

35-54





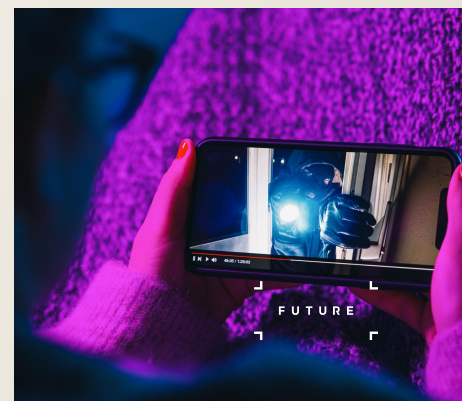
# Film and Entertainment



## Our Future Audience - Film & Entertainment

Across our portfolio, globally we reach **36.5m Movie Lovers** and **30.4m TV Lovers** monthly, and they come to our sites for inspiration, entertainment and advice on all things **film and entertainment**.

From the **best streaming services**, to the latest **film announcements**, we are their trusted go-to source.





We use our global **SEO expertise** to appeal to our audience's demand for streaming and Disney content, with top performing articles consistently ranking **#1 in search**.

# #1 in search

#1 - 'new superhero movies 2022'

gamesradar+

#1 - 'underrated superhero movies 2022'



#1 - 'best streaming vpn 2022'

techradar

#1 - 'netflix top movies and shows'

CINEMABLEND 



## Driving pageviews and eCommerce success

We reach passionate and engaged audiences across our Future network who come to us for **inspiration, entertainment and advice** on all aspects of **film and streaming**, driving pageviews and eCommerce success.

**£94.6m**

Global sales driven on  
**Film & Streaming** content  
over the last year

**966.5m**

Global pageviews driven  
on **Film & Streaming**  
content over the last year

**231.8k**

**Film & Streaming**  
articles published  
globally over the last  
year

**113.1m**

UK pageviews driven on  
**Film & Streaming**  
content over the last year







# Lifestyle & Entertainment Brands

We are one of the UK's leading lifestyle and entertainment portfolios. We aim to inspire and entertain by giving honest and in depth reviews, news and updates on all the latest film, TV and cinema releases to our engaged and committed audience.

**40m**

Global Monthly Users

**5.9m**

Monthly UK Online Users

**6.2m**

Social Media Fans

**1.4m**

ABC Circulation

**TOTAL FILM**

**Pets R'DAR**

**CINEMA BLEND**



**Woman's Own**

**whatto**watch

**woman**

**SFX**

**Woman's Weekly**

**TV&Satellite**  
week

**TVTimes**





# Film & Entertainment Brands

We are one of the UK's leading lifestyle and entertainment portfolios. We aim to inspire and entertain by giving honest and in depth reviews, news and updates on all the latest film, TV and cinema releases.

**34m**  
Global Monthly Users

**3.7m**  
Monthly UK Online Users

**4.2m**  
Social Media Fans

**834k**  
ABC Circulation



**TOTAL FILM**

CINEMA BLEND 

**SFX**

what**towatch**

**TV&Satellite**  
week

**TVTimes**



## Aperture: Futures First Party Data Targeting Solution



# APERTURE

**Aperture** is Future's intelligent audience data platform that allows advertisers unparalleled insight into our extensive, high intent audiences.

With over **180+ digital brands** reaching over **310m global online users every month**, Aperture processes and analyzes all our 1P data, in real time, across Futures technology stack - knowing every move our customers make, from the articles they read, to the products they buy.

Through Aperture, Future delivers targeted audiences across interests, behaviours, geographies, lifestyles, demographics, purchasing habits and much more.



Reaching

# 310m

Global users

Driving

# 24m

monthly ecommerce clicks

Delivering

# 50-70%

increase in CTR

Resulting in

# 450%

audience addressability



## Across our network, we reach ...

| Segment Name                                | UK         | Global total |
|---|------------|--------------|
| Drama Fans                                  | 1,960,435  | 15,968,748   |
| Family/Childrens Movie and TV Fans          | 280,320    | 24,232,157   |
| Home Entertainment Buyers (Movies/TV Shows) | 7,014,663  | 47,983,970   |
| Movie Fans                                  | 10,426,761 | 68,676,470   |
| Movie-goers / Cinema-goers                  | 1,208,260  | 48,010,395   |
| Spy/Thriller Fans                           | 3,494,486  | 21,398,020   |
| TV Streamers                                | 7,080,391  | 42,046,128   |
| Action/Adventure Fans                       | 7,737,889  | 72,519,034   |
| Animation Entertainment Fans                | 3,062,404  | 21,614,077   |
| Celebrity & Reality TV Fans                 | 2,695,570  | 38,432,772   |
| Comedy Fans                                 | 11,700,183 | 89,327,123   |
| Documentary Fans                            | 1,832      | 6,371,736    |
| Drama Fans                                  | 1,127,295  | 13,111,862   |
| Horror Fans                                 | 2,794,494  | 24,124,657   |
| Sci-Fi Entertainment Affinity               | 1,168,607  | 6,261,385    |
| Superhero Movie Fans                        | 2,390,150  | 15,730,789   |
| Amazon Prime Video Streamers                | 3,340,137  | 19,257,190   |
| Netflix Streamers                           | 1,244,785  | 8,119,895    |
| Video Streamers                             | 6,441,730  | 42,281,884   |





# Our Film Audience



## Our Future Audience - Cinema goers

Our audience are passionate about films, whether that be going to the cinema or streaming from home.

They are avid cinema goers and value the whole cinema experience from the adverts to the snacks. They love being the first to see the new releases and are more than willing to queue for a midnight premiere.

**9.2m**

Have visited a film or cinema website in the last month

**4.6m**

Enjoy watching films at the cinema more than on TV

**1.4m**

Visit the cinema once a month or more

**7.3m**

Love to read about cinema & film content

**9.1m**

Of our audience are cinema goers.





## Our Future Audience - Streamers

Our audience are passionate about films, whether that be going to the cinema or streaming from home.

They often subscribe to multiple streaming services are spoilt for choice with what to watch next. They trust our sites for the best recommendations and reviews to point them in the right direction.

# 2 in 3

Have two of more TV subscription services

# 14.5m

Say that streaming services have changed the way they watch television

# 77%

Have a TV subscription service

# 3.5m

Like to stream content that is trending

# 1 in 3

Say that they now watch more TV than they used to thanks to streaming, and are more likely than the UK average to do so

# 8.8m

Agree that streaming services help them to discover new content



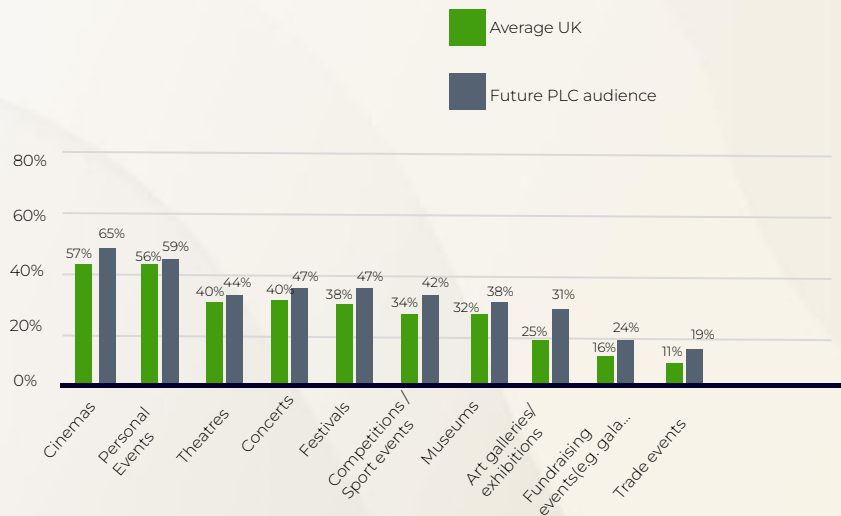


## Cinema visits most missed

Cinemas were the most missed type of entertainment / event, over the course of the COVID pandemic - 65% according to of the Future audience.

Ahead of events like weddings, birthdays, theatre shows or concerts, which proves how ingrained trips to the cinema are in British lives.

What kind of entertainment and events did you miss during the Covid pandemic/lockdown?



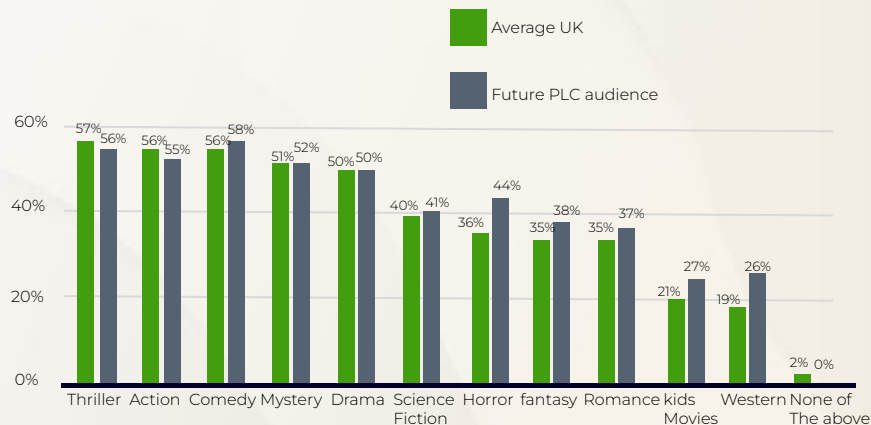




## Favourite film genres

Wider film categories portfolio  
Future plc shows slightly  
higher propensity to watch a  
wider variety of films than an  
average UK person.

Which types of movies do you like watching?





## The special factor

**72%** (69% UK) of the Future readers and visitors say that going to a cinema is an experience which goes beyond **"just watching a movie"**.

They point out that it is **"more special"** than just a movie night at home" (69% vs 65% UK). A lot of it is attributed to the technology used - 70% agree that cinemas provide **visual and sound effects** which are important to them.





## Horror Film Fans

Through our sites we produce a wide range of horror content covering everything from horror games to heavy metal bands.

### Top Performing Horror Content:

30 Best Horror Movies of all times (GamesRadar)

6 New Netflix, Amazon, Disney Plus and HBO max movies and shows to stream this weekend (GamesRadar)

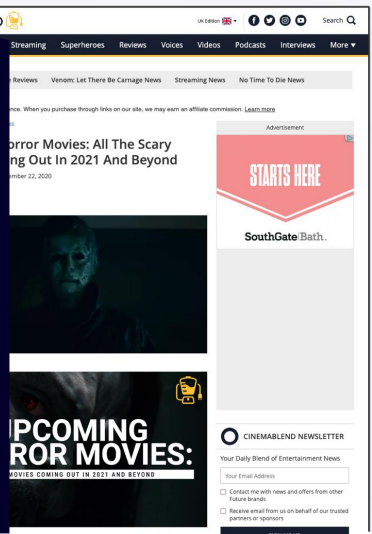
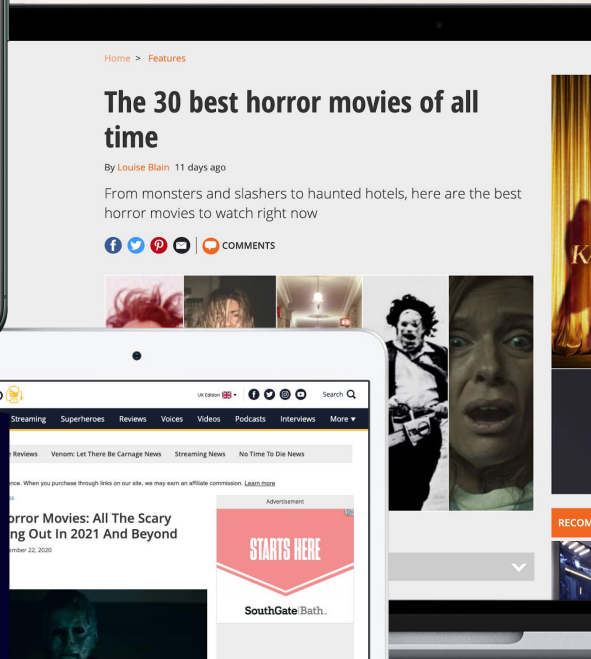
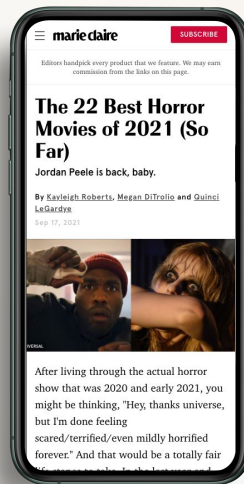
How to watch the Godzilla movies streaming (Cinemablend).

# 2.1m

Unique Monthly  
Page Views on  
Horror Content

# 3.9k

Articles produced  
about horror across  
our sites



## ┌ Action Film Fans

Our audience are avid action film watchers, coming to us for the latest exciting news, updates and plot points. Fans of adventure, they come to us for our trusted editorial for entertainment and advice.

### Top Performing Action Content:

The Batman- read the comic book stories that inspired the film (GamesRadar)

‘No Time To Die’ just added a new milestone as it enjoys its recent home video release (CinemaBlend)

# 11.1m

Unique Monthly Page Views on action and adventure content

# 82%

More likely than the UK average to be an action/adventure gaming fan

gamesradar+

CINEMA BLEND

TOTAL FILM

SFX

LOUDER

## 28 Action Movies With Str Front and Center

These are the superheroes we deserve.

By Cady Drell and Quinci LeGardye Sep 22, 2021



It's still kind of surprising that action movies are perceived as a genre not only dominated by male characters, but primarily sought out by female audiences. *Wonder Woman* broke box office records, *Kill Bill* remains a beloved cinema classic, and *Mad Max: Fury Road* was such a cult favorite that it got its own spin-off Amazon series. And yet, some are just gonna men. So in order to prove definitively that women not only kick b





## Art house and Indie Film Fans

We love supporting arthouse and independent filmmakers and it is something that our audience is equally passionate about.

# 3.6x

More likely to watch Art house and international films than the national average.

# 1.6m

Unique Monthly Page Views on 'Indie' content.





## Sci-Fi and Superhero Fans

With the Marvel universe expanding seemingly weekly at the moment, we are there to give our audience all the information they need to stay up to date.

### Top Performing Superhero Content:

All Marvel's New X-Men comics and collections arriving in 2022 (GamesRadar).

The Best Marvel comic stories of all time (GamesRadar).

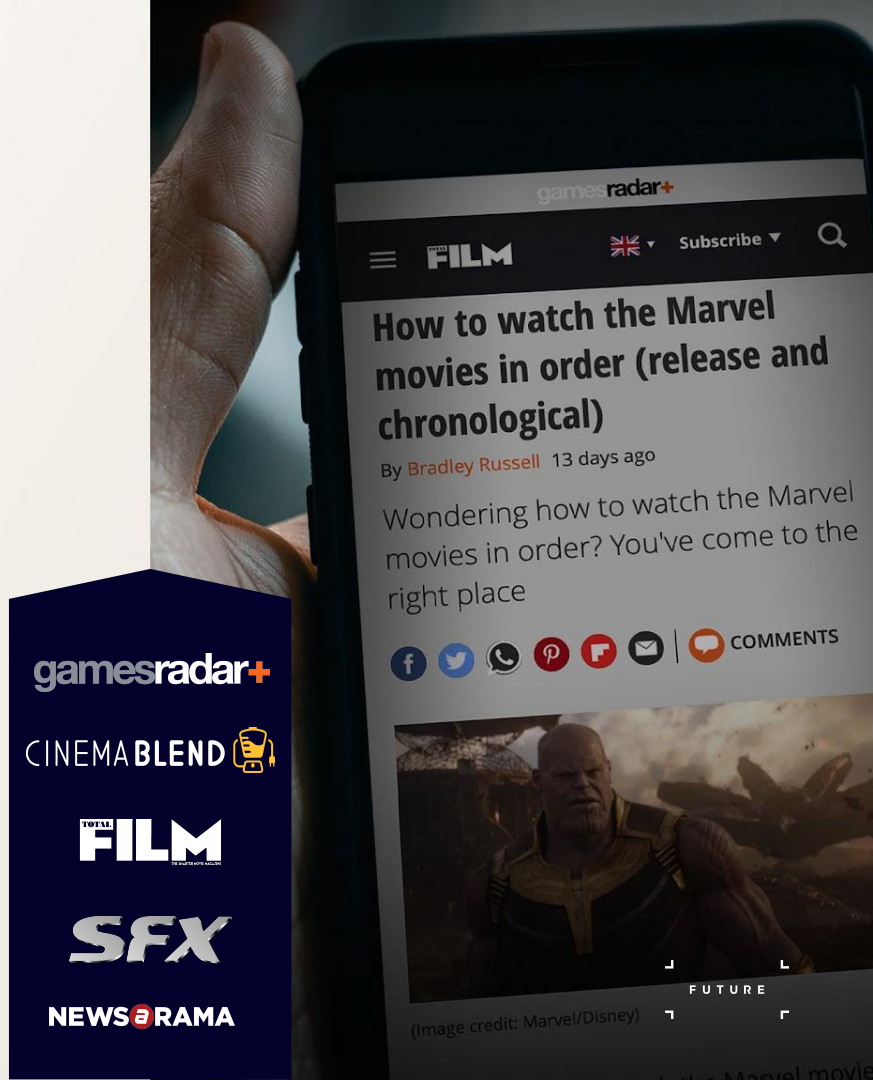
Best Spider-Man stories of all time (GamesRadar).

# 4.8m

Unique Monthly  
Page Views on  
Superhero  
Content

# 2.8k

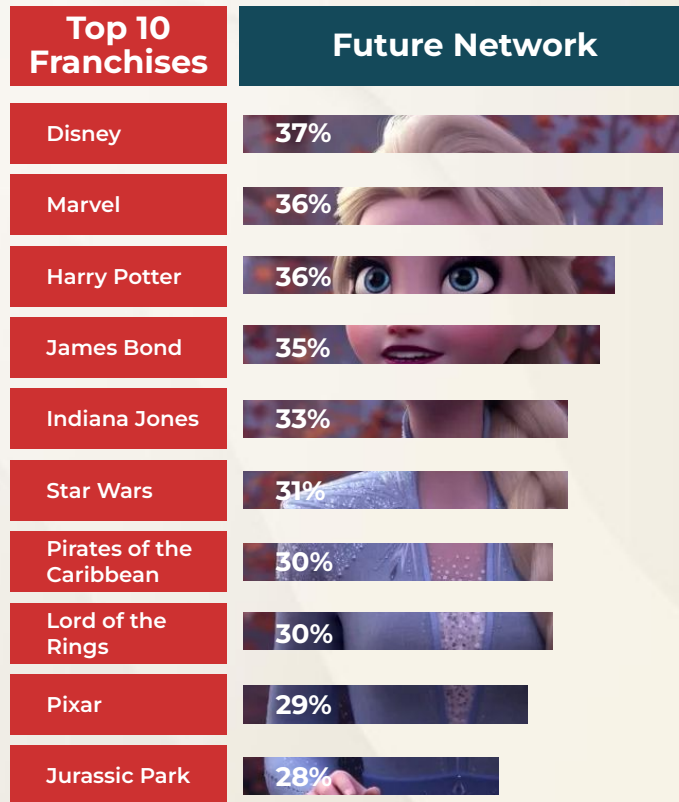
Articles  
produced about  
Superheroes  
across our sites





# Film Franchise Interest

Our audience has a wide interest in films enjoying everything from Disney to Harry Potter. They are avid film fans and are willing to queue for midnight premiers, buy merchandise and discuss their views online with other members of the community.





## Family Film Fans

With **54% of our audience** having children, getting together with their families for a cozy night in and a film is always a fun activity.

They are interested in a huge range of genres and franchises and their tastes are ever evolving as their children grow up.

# 765k

Unique Monthly Page  
Views on Animation  
Content

# 1.4k

Articles produced  
about animation  
across our sites





## Comedy Film Fans

Everyone loves to laugh and or audience is no different. From comedy games to the best new films - they love any opportunity for a fun time. We cover all types of comedy from slapstick to rom coms.

### Top Performing Comedy Content:

Impractical Jokers Brian Quinn talks filming new episodes as a trio following Joe Gatto exit (CinemaBlend)

The 27 best shows on Amazon Prime to watch right now (GamesRadar)

Jo Koy: Comedy Specials to watch if you're a fan of the comedian (CinemaBlend)

# 1.4k

Comedy Articles  
published over a  
month

# 7.2m

Unique Monthly  
Page Views on  
'Comedy' content



CINEMABLEND 

gamesradar+

TOTAL  
FILM  
BEHIND THE SCENES





## Female Film Fans

Future's Women's Premium Lifestyle Network, offers distributors an opportunity to reach female audiences, at all life stages, through trusted brands and engaging content including Marie Claire, Woman&Home, GoodTo and My Imperfect Life.

Through our female network we can connect you with a range of audiences, from **2.1m being the main household shopper**, the Beauty & Fashion enthusiast, to busy mums with children at home who are looking for quick and easy ideas for the family.

Trusted brands, brand safe environments, delivering authoritative content & scaleable audiences.

# 9.4m

Monthly unique  
UK female users

**woman**  
**Woman's Own**  
**What's on TV** **Woman's Weekly**  
**TV&Satellite week**  
**marie claire**  
**woman&home**  
**MY IMPERFECT LIFE**  
**GoodtoKnow**

Image source: Total Film - [Image: © Total Film]



## Our Audience - TV Addicts

With almost universal viewership of television across our audience, they are passionate about all things small screen.

Whether it be live entertainment, catching up on their favourite show or discovering something new- they are at their happiest on the sofa.

**90%**

More likely than the UK average to watch **more than 35 hours of TV a week**

**1.4m**

Watch TV everyday

**929k**

Agree that because of online TV streaming they watch more TV than they used to

**1m**

Agree that online streaming services have changed the way they watch TV

**98%**

Watch Television





## Family TV Fans

With **54% of our audience** having children, getting together with their families for a cozy evening in front of the tele is always a fun activity.

They are interested in a huge range of programmes as their tastes are ever evolving as their children grow up.

# 3.3m

Watch family/  
children's films

# 2m

Love Spending time  
with their family



woman&home

whatto**watch**

CINEMA BLEND 

TOTAL  
**FILM**  
TV AND CINEMA CHANNEL

GoodtoKnow



# Our Male TV Audience

With almost universal viewership of television across our audience, they are passionate about all things small screen.

Our male audience have a wide range of interests when it comes to their viewing habits.

## Favorite types of programme



**61%**  
Dramas



**52%**  
Documentary



**47%**  
Comedy



**41%**  
Sci-Fi/  
Fantasy



**41%**  
Game Shows



**36%**  
History



**32%**  
Food & Cookery



# Our Female TV Audience

With almost universal viewership of television across our audience, they are passionate about all things small screen.

Our female audience have a wide range of interests when it comes to their viewing habits.

## Favorite types of programme



**73%**  
Dramas



**59%**  
Serials



**49%**  
Game Shows



**47%**  
Food & Cookery



**45%**  
News & Current  
Affairs



**40%**  
Comedy



**33%**  
Environmental  
& Wildlife





# New Ad Formats



## Harnessing Future's editorial credibility

### What can we offer Ent clients?

Rich media ad formats that integrate the headlines and rating from a positive Future editorial film review - Total Film, CinemaBlend, WhatToWatch, Marie Claire and GoodTo.com are perfect examples (a review could come via any Future brand though potentially)

### What is the package?

For £10k we can build an ad unit that incorporates your assets and targets a specific film audience across the Future network

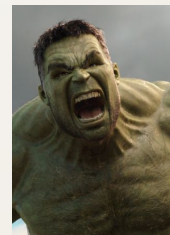
### Which film genre segments and Future core audience brands will be included?



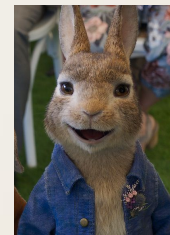
**ARTHOUSE**



**HORROR**



**SCI-FI /  
SUPERHERO**



**FAMILY**

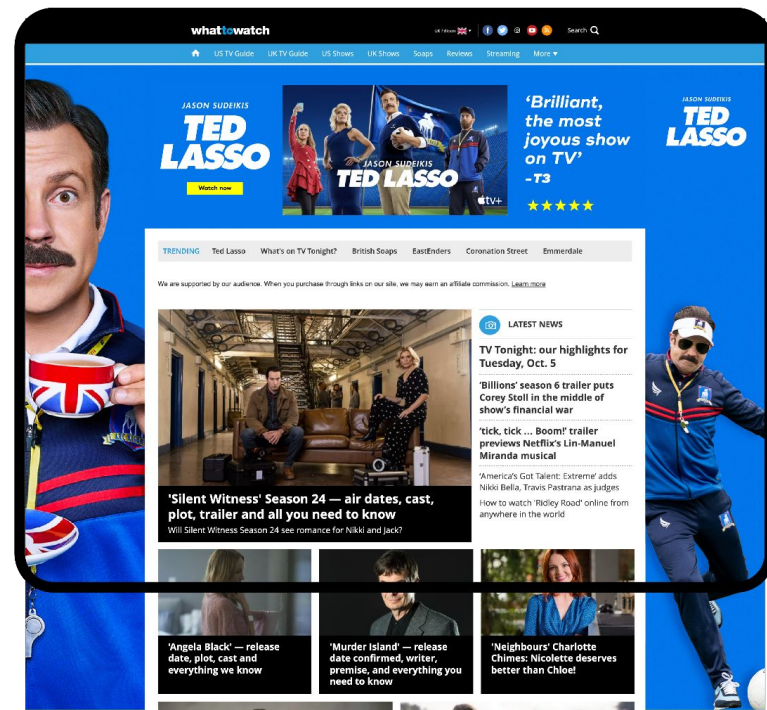
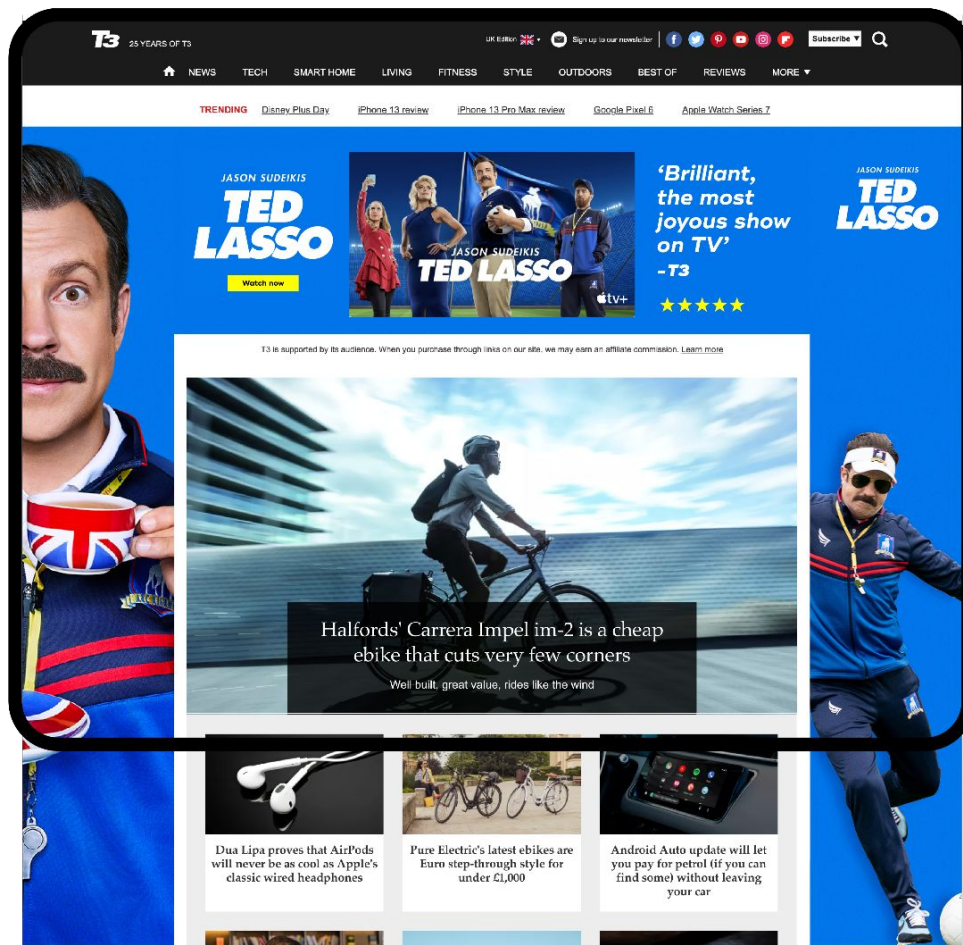


**FEMALE**

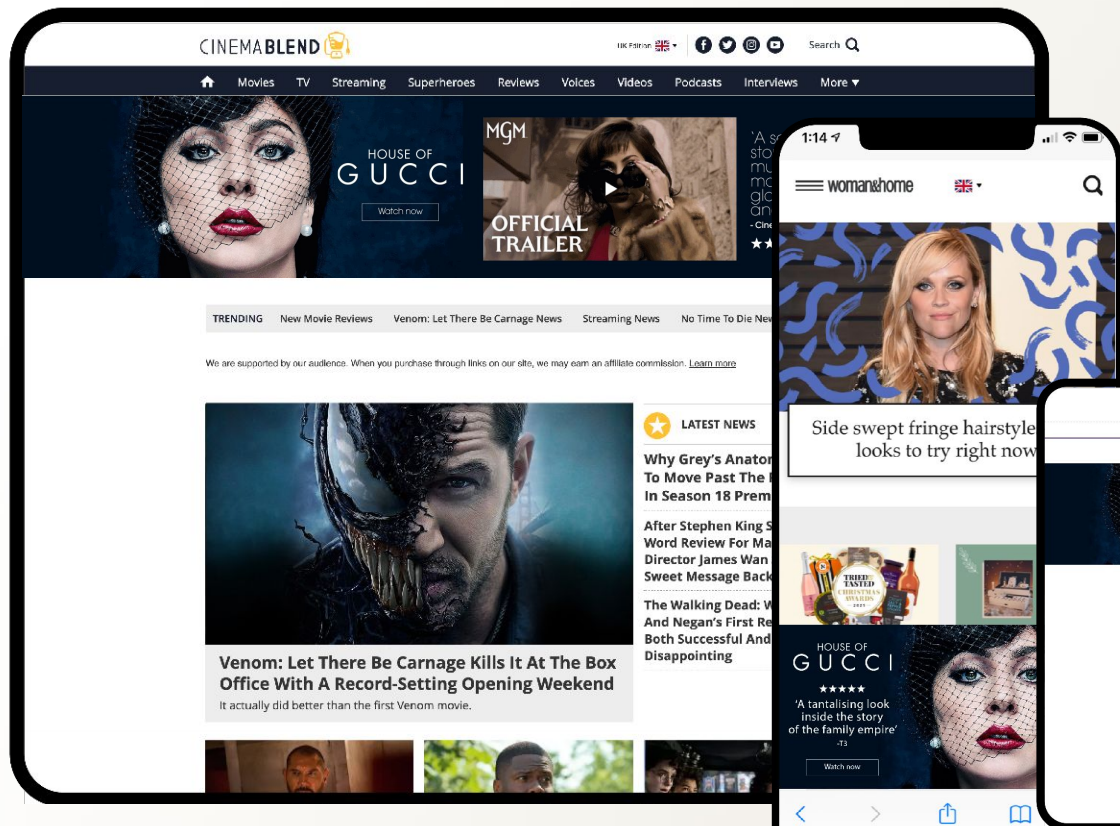




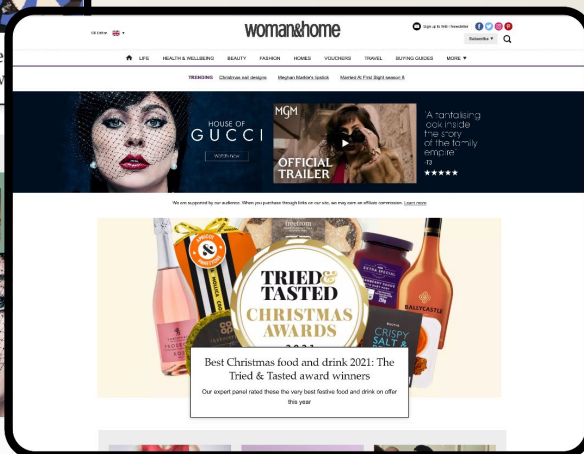
## T3 | Ted Lasso Skin & Billboard







Dynamic, impactful and rich formats, selected to showcase video assets, will also house an editorial review element.





## Summary I Why Future's 'Film Review Ad Unit'?



### Impact

Our most beautiful and responsive ad formats, across desktop and mobile platforms that are perfect for showcasing trailer assets.



### Precision

Future's 1PD allows you to target very specific film audiences, across the Future network of 46m UK users.



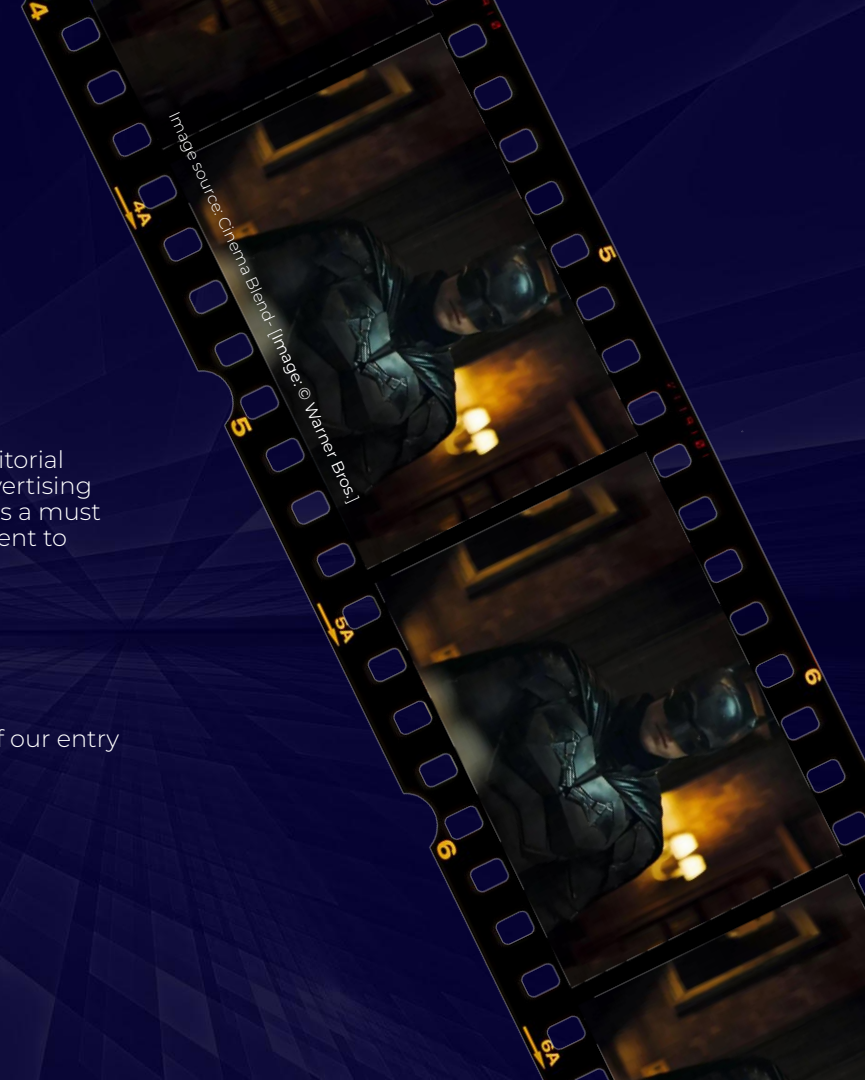
### Editorial Integration

We can bring a positive editorial review into your online advertising campaign, signposting it as a must see and adding endorsement to your release.



### Value

We offer ad build as part of our entry level £10k package.







# Packages for everyone

## From off-the-shelf programmatic to partnerships

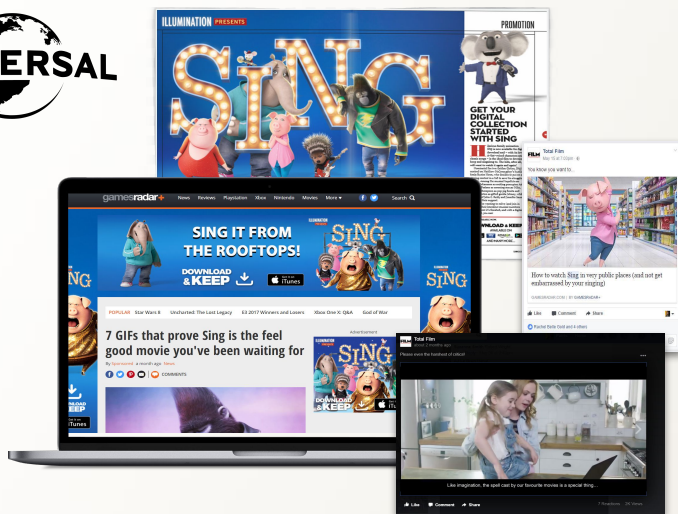
Educating - 'Sing'.

High-End Family targeted creative

delivered across Future's network.

Bespoke Display

Print Advertorial & Display



Integrated content partnership for

Military Wives

Print & digital advertorial series

Targeted display

Screen ticket programme with

marketing support

## LIONSGATE™

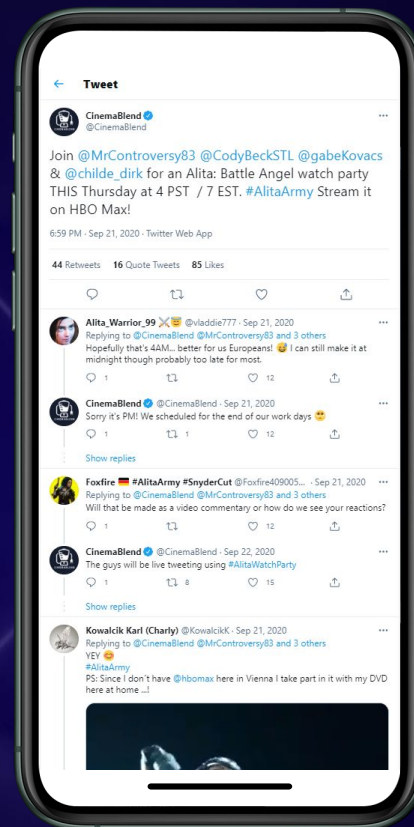


# Watch Parties

We invite audiences to join our editorial teams in watching a film together and encourage our fans to react and engage whilst they watch the movie, all from the comfort of our own homes!

We run this via our Twitter handle by setting up a title image and Tweet giving a time/date and URL on where to stream the film as well as a bespoke Hashtag to house the conversation.

Initial Tweet will be boosted a week ahead and throughout as a reminder of the upcoming event.



Is this link correct?

LIVE LINK

## Entertainment Podcasts



### Reel Blend

Is a weekly video podcast discussing the latest news, rumors, and movies to hit the big screen and distributed across multiple CinemaBlend channels.

**1m+**

Reel Blend  
Downloads

**6.6k**

YouTube  
Subscribers



### Soap Secrets

Shares exclusive access to the UK's biggest soaps, stars and stories - inside gossip, set secrets and interviews with the stars.



### Inside Total Film

Brings you movie news, reviews and insider info from the team behind the smarter movie magazine.



### Bingewatch

Released weekly & the essential podcast for TV addicts. Selects and previews the very best films and TV shows for you to watch on streaming platforms.

**10+**

Original Videos  
Produced Each Week

Up to  
**100k**

Monthly Podcast  
Downloads / Listens

**200+**

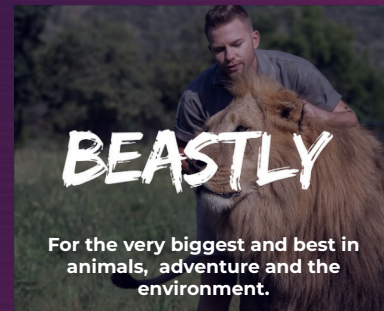
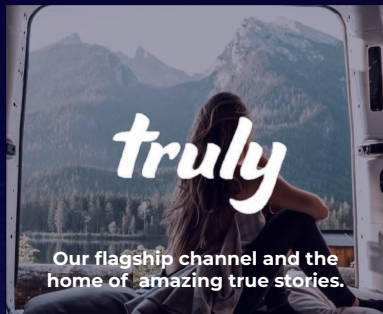
Five Star Reviews



## Content Creators - Future Studios - A Taste Of Our Shows



We have built a slate of highly successful channels across social, with 40+ new original episodes every month that are distributed to over 70 million hyper engaged followers.





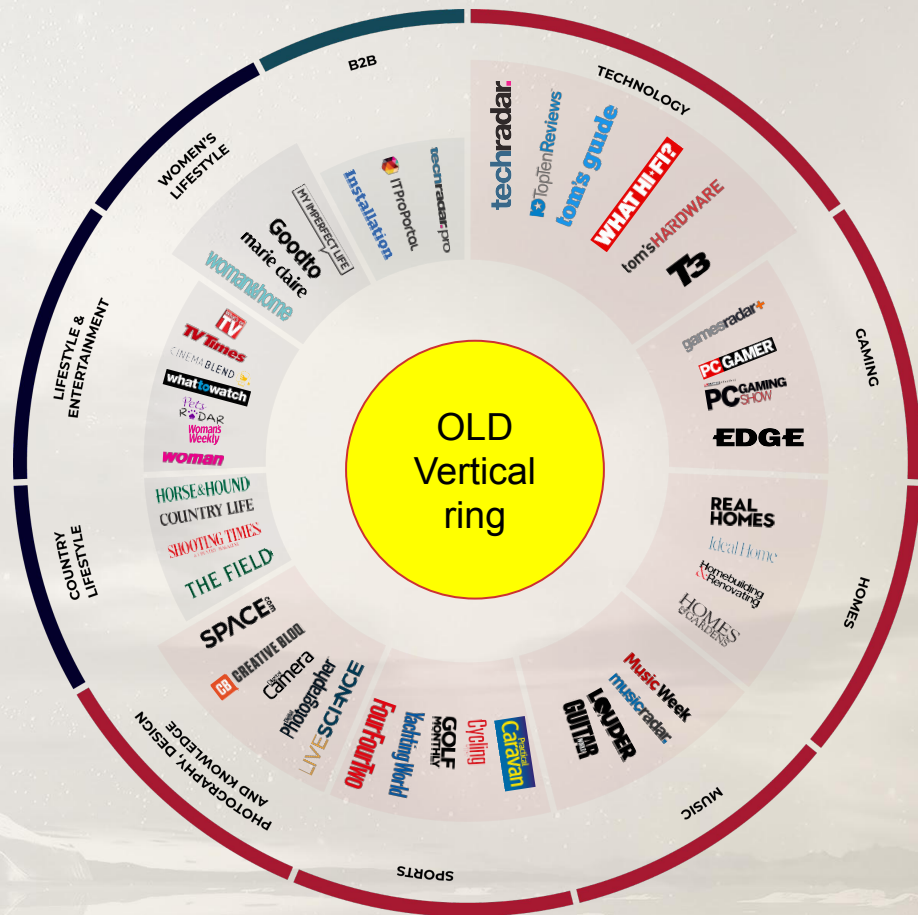


# Appendix

# The Future Portfolio

250+ multi-platform brands and reaching a digital audience of over 330m online users globally

- Future Passions
- Future Living
- Future B2B



# Future in numbers

## 7.4B

Page views



**1 in 2**

People online in the UK  
and **1 in 3** US reached by  
our content



**#1**

Tech, Homes, Games,  
Cycling & Photography  
online publisher, UK



**123m**

Social media followers



**150k**

Event attendees  
in 2021



**£2.7m**

of products **per day** sold  
through ecommerce  
(£1.9k per minute)  
£600,000 per day UK



# Future is on a stunning trajectory

**+27%**

Digital Advertising  
YoY

**4.3B**

Ad Impressions  
(+5.3%)

**7**

Acquisitions Since  
2020

**150**

New editorial hired in  
last 6 months



# Our Brands



# TOTAL FILM

Total Film is the smarter movie magazine.

A cheeky, irreverent, but always passionate and authoritative look at every part of the film world. From all the latest blockbusters, comic-book tent poles and sci-fi extravaganzas to the very best Oscar-baiters, arthouse masterpieces, hidden gems and festival hits, you'll find it at Total Film.

**5.3m**  
Global Monthly  
Users

**8.4m**  
Global Monthly  
Page Views

**26.7k**  
ABC Print  
Circulation

**586k**  
UK Monthly  
Users

**1.1m**  
Social Reach

**£30k**  
Average  
Household Income

**47%**  
ABC1

**62%**  
Male

**54%**  
18-34





# CINEMA BLEND



The Definitive Choice For Everything Entertainment

CinemaBlend is one of the world's most popular entertainment websites.

Providing the latest news, in-depth reviews and expert opinion on all the latest movies and TV shows, it's a constantly updated hub for fans to explore and discuss the best that cinema and streaming has to offer.

**30.1m**

Global Monthly  
Users

**53m**

Global Monthly  
Page Views

**2.7m**

Social Reach

**1.2m**

UK Monthly  
Users

**1.8m**

UK Monthly  
Page Views

**38%**

Organic Search

**50/50**

Male/Female

**46%**

25-44





# whatto**watch**

The ultimate guide for what to watch, and how to watch it.

From movie and TV reviews, to recaps and celebrity news, What To Watch helps readers sort through the latest shows, movies and technology, and get closer to the entertainment they love.

**3.3m**  
Global Monthly  
Users

**5.8m**  
Global Monthly  
Page Views

**1.6m**  
UK Monthly  
Users

**2.9m**  
UK Monthly  
Page Views

**58%**  
Organic Search

**62%**  
Female

**56%**  
25-54





# SFX

SFX is the market-leading sci-fi, fantasy and horror magazine.

SFX covers genre entertainment in all its forms: TV, movies, comics, books, games, merchandise and more.

**3.8m**  
Global Monthly  
Users

**224k**  
European  
Monthly Users

**13.3k**  
Average  
Monthly Print  
Circulation

**445k**  
UK Monthly  
Users

**134k**  
Social Reach

**69%**  
Male

**62%**  
18-34





What's on TV's mission ensures readers have the best possible TV viewing experience.

Whether it's Freeview, Sky or Virgin, Netflix or Amazon Prime, their in-the-know articles and behind-the-scenes access to the stars ensures content is relevant, informative and unmissable.

**627k**

ABC  
Circulation

**227k**

Social Media  
Fans

**38%**

More likely than  
UK average to  
watch more than  
35 hours of live TV  
per week

**55%**

Female

**52%**

C1C2







TV & Satellite Week guides its readers to the most exciting and innovative programmes on digital TV.

With clear, easy-to-use listings plus comprehensive previews of the week's best new TV shows, films and sport, TV & Satellite Week is the must-have guide for any Virgin or Sky subscriber.

**70.5k**

ABC  
Circulation

**18.7k**

Social Media  
Fans





# TVTimes

TV Times is the essential and comprehensive guide to the week's TV.

Enjoy exclusive shoots and interviews, the latest news, unrivalled soaps coverage, pages of film reviews and a daily spread of highlights where the best shows are reviewed and rated!

**109k**

ABC  
Circulation

**53k**

Social Media  
Fans



# TV Times

Since 1955, TV Times has been at the heart of British television.

Proud to be a part of that history, week in week out, our team continues to do what TV Times has always done – deliver unrivalled coverage of what's new and exciting. With exclusive interviews and pictures, all the week's big shows and films previewed and rated, and a comprehensive 56-page listings guide, no other magazine reflects the golden age of television quite like TV Times.

**1.3m**  
Monthly Reach

**109k**  
ABC Print  
Circulation

**63%**  
Female



**82%**  
C1C2DE

**45%**  
35-64

**57%**  
Main shopper

**72%**  
Home Owners

