

L

Future Technology

Media Pack 2023

「 L
FUTURE
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WHAT HI-FI?

The World's Most Influential Av Reviews

What Hi-Fi? is the world's most influential consumer tech buyers' guide.

Specialising in the best of the best in all things audio, TV and home entertainment, and the source for the most trusted audio-visual reviews, if it's not on What Hi-Fi?, it's not worth your time.

5.6m

Average Global
Monthly Users

12.4m

Average Global
Monthly
Pageviews

23k

ABC Print
Circulation

1.5m

Average UK
Monthly Users

3.8m

Average UK
Monthly
Pageviews

314k

Social
Reach

+80%

More likely than
the UK average to
be intending to
buy Hi-Fi, Speakers
or Stereos

£1.1m

Average UK
Monthly Affiliates
Sales Driven in
2022

77%

Male

47%

25-44



FUTURE



T3 is the ultimate destination for smarter living.

Reflecting the shifting relationship between technology and lifestyle, T3.com showcases beautiful things, from watches to wearables, fitness to fashion and audio visuals to cars in a premium environment.

4.4m

Average global
monthly users

6.7m

Average global
monthly
pageviews

28k

ABC print
circulation

1.7m

Average UK
monthly users

3m

Average UK
monthly
pageviews

396k

Total social
reach

**1:35
mins**

Average Dwell
Time

72%
Male

51%
25-44



FUTURE



techradar.

TechRadar is unashamedly obsessed with tech.

Its mix of genuine and reliable advice alongside entertaining and fun to read editorial content is why millions of people in the UK trust TechRadar to give them tech advice on everything from the latest smartphone releases to the best in digital cameras.

27.4m

Average Global
Monthly Users

47m

Average Global
Monthly
Pageviews

1.9m

Total Social
Reach

3.9m

Average UK
Monthly Users

8.1m

Average UK
Monthly
Pageviews



71%

Organic Search

£159m+

Global sales driven
over the last year

72%

Male

50%

25-44



tom's guide

Tom's Guide helps people leverage technology to improve their lives.

Putting consumer goals and ambitions first, providing the information and tools to help everyone find great products easily and solving problems when they arise, Tom's Guide is the destination for all things consumer tech and beyond

29m
Global Monthly
Users

47m
Global Monthly
Pageviews

157k
Total Social
Reach

2.7m
UK Monthly
Users

3.4m
UK Monthly
Pageviews

47%

Like to have
innovative household
appliances

54%

Keep up with
development in
technology

£34k

Average household
income

64%

Visit the website
via organic search

67%

Male

50%

25-44



FUTURE



tom's HARDWARE

Tom's Hardware helps enthusiasts determine which components and products deliver the ultimate in performance.

Whether building a PC, buying a laptop, or learning how to create robots for their kids, readers will find all they need to know about computing, new technologies and web services on Tom's Hardware..

10.4m

Global Monthly Users

22m

Global Monthly Pageviews

465k

Total Social Reach

799k

UK Monthly Users

1.7m

UK Monthly Pageviews

49%

Love to purchase new gadgets and appliances

55%

Keep up with development in technology

£32k

Average household income

81%

Visit the website via organic search

85%

Male

59%

18-34



FUTURE



techradar.pro

IT Insights For Business

TechRadar Pro informs, educates and empowers small businesses to make the right buying decisions.

Leveraging market-leading SEO, TechRadar Pro is a business tech buyer's first destination for trusted expert reviews and in-depth guides.

5.7m
Global Monthly
Users

7.8m
Global Monthly
Pageviews

771k
UK Monthly
Users

1.2m
UK Monthly
Pageviews

58%

ABC1

3 in 4

Responsible for
purchasing in their
company

74%

Male

46%

25-44



FUTURE



PC Gamer is the global authority On PC Games

Covering PC gaming for more than 20 years, PC Gamer is the biggest PC gaming website in the world, delivering around-the-clock news, features, esports coverage, hardware testing and game reviews. PC Gamer also runs the major annual PC Gaming Show at E3, as well as monthly global print editions.

17.3m

Global Monthly
Users

38m

Global Monthly
Pageviews

4.5m

Social Reach

1.5m

UK Monthly
Users

3.7m

UK Monthly
Pageviews

1 in 2

Plan to upgrade
their gaming PC

88%

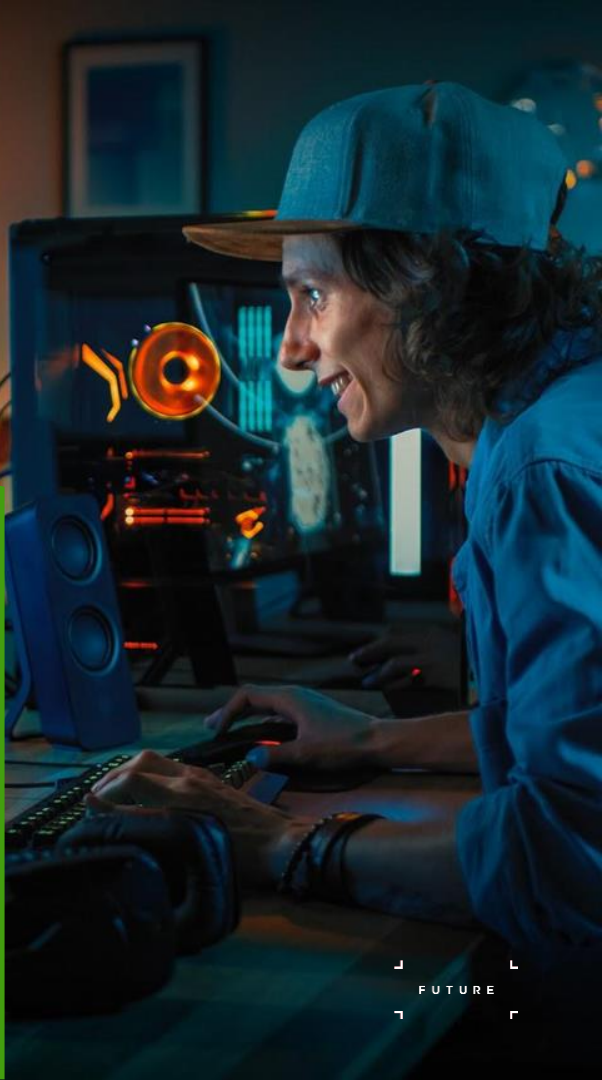
Own a gaming PC

78%

Male

67%

18-34





Partner With Us

Campaign Strategy Example

Effective contextual targeting

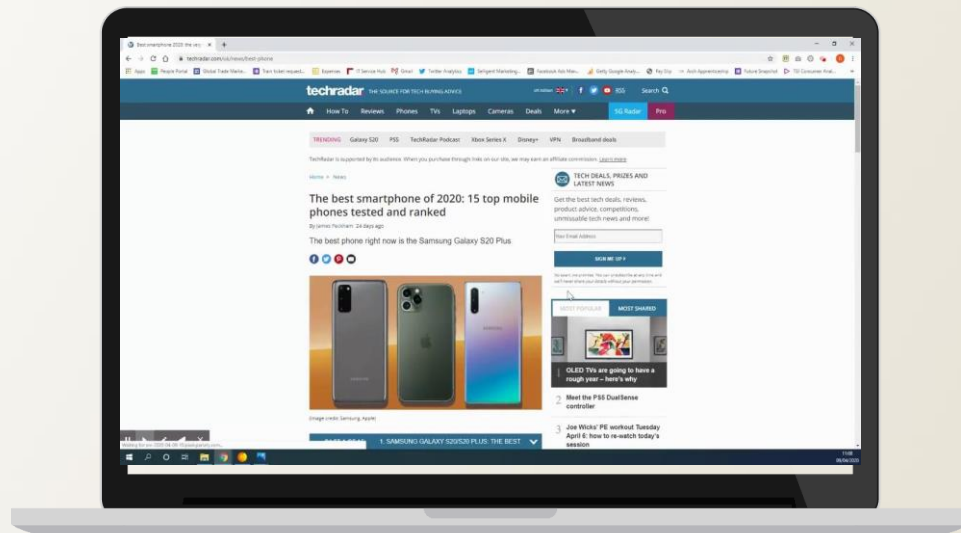
across content, reaching consumers in their most active phase of research - highlighting the key benefits and busting jargon, making it easy for technophobes to make informed, trusted decisions

Intelligent audience targeting

to those actively researching smartphone options and those in-market for a new smartphone

Users who have clicked on at least 3 pieces of smartphone content in the last 30 days and/or have also clicked on our Hawk eCommerce widget for a relevant smartphone product

Smartphones: Driving purchase intent



SEO Leadership



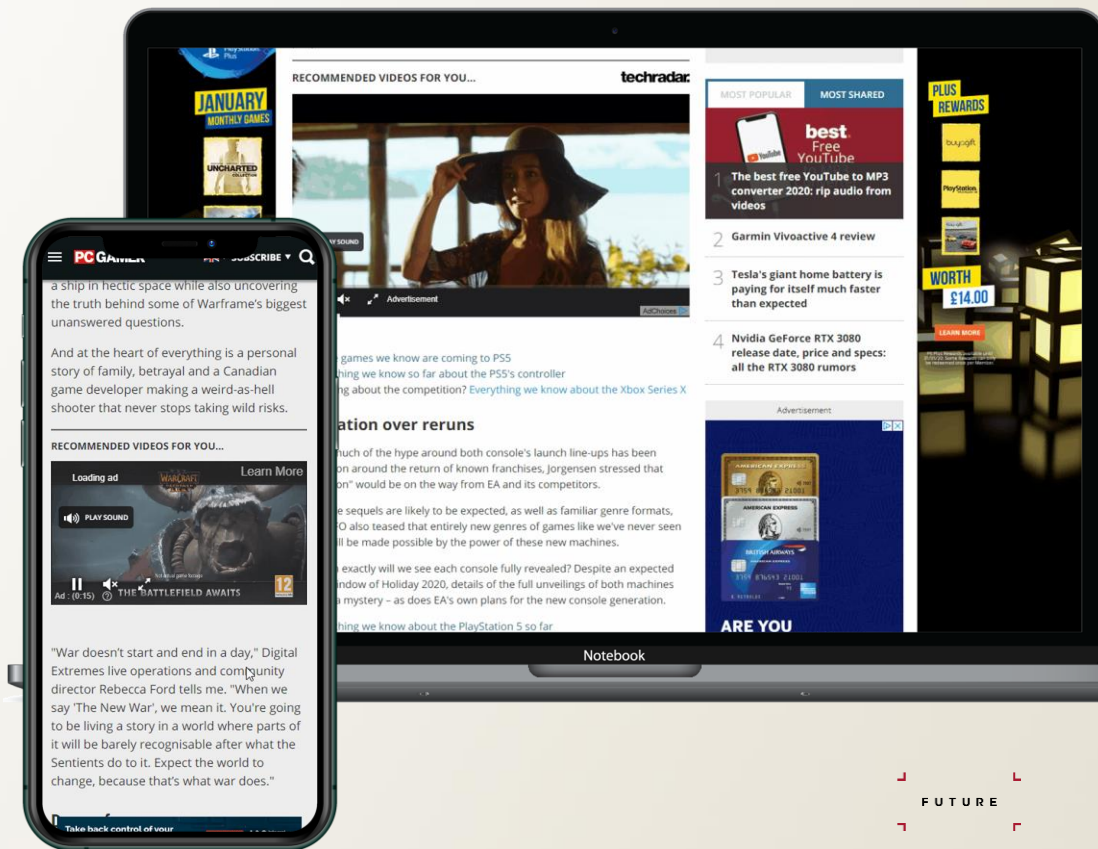
High Impact Display

We are committed to building innovative advertising formats that effectively deliver on our partners' KPIs, from awareness to action.

Designed with mobile scrolling in mind

Maintaining a seamless reading experience

Allowing you to creatively tell a brand's story



techradar.

SSD Gaming Lounge Making products sexy

Storage isn't a sexy subject. But, Samsung SSDs are among the best on the market – and needed a video to tell their story.

This project required super-fast turn-around time to script, produce and edit within a two week period from booking to going live!

We created a Gaming Lounge with the coolest kit imaginable then created talking points around two incredible SSDs. The video went live during PC Gaming Week on TechRadar.

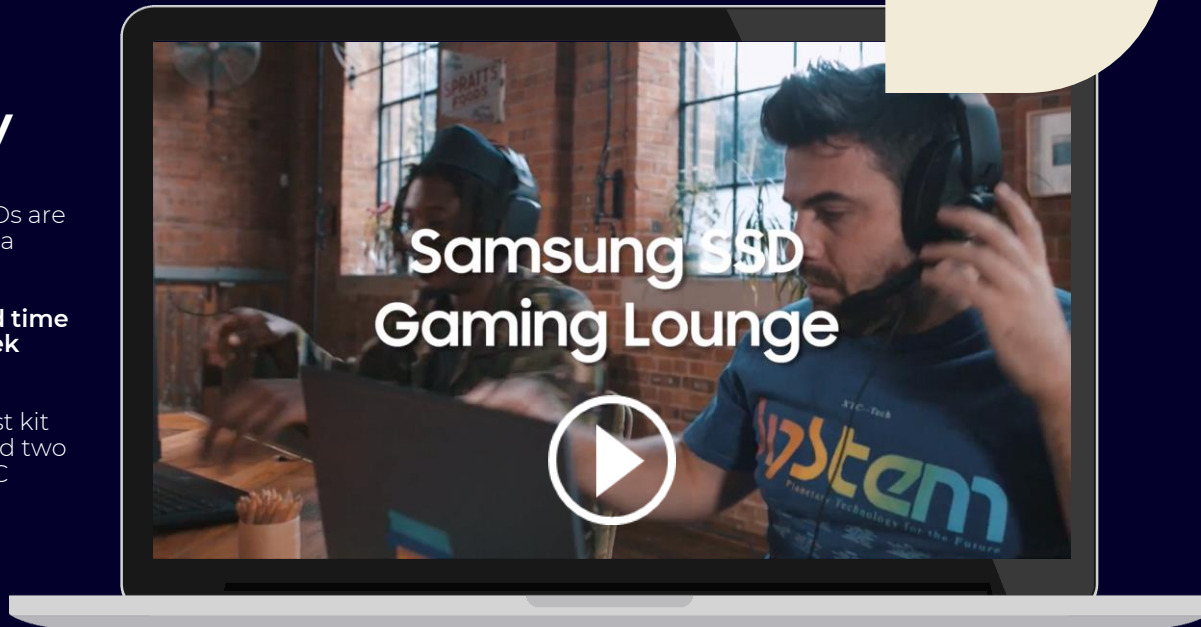
26k

Links clicks

2.1m

Social impressions

213k
Video views





High Impact Display

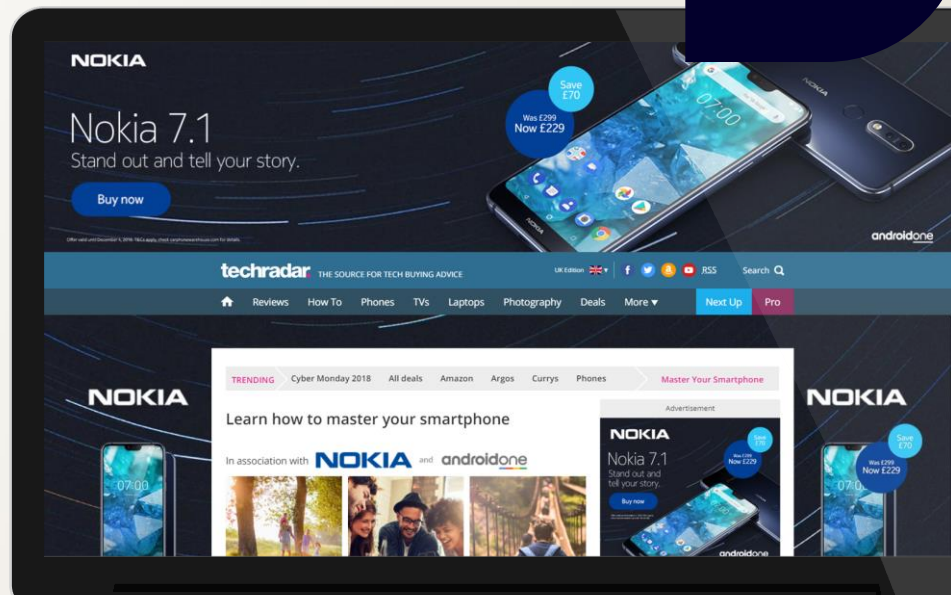
We are committed to building innovative advertising formats that effectively deliver on our partners' KPIs, from awareness to action.

Interactive and video

Optimised for viewability

Available for programmatic buying

7m
Ad Impressions





techradar.

Back to School Laptop **Content Hub**

Creative Solutions produced and developed a Laptop Buyers Guide over a four month period as part of Curry's 'New Term' campaign. It targeted four key audience segment: Upgraders, Students, Gamers and Professionals.

The content hub contained a mix of sponsored content, supported content and advertorials.

We designed advertising creatives, promoted through facebook and targeted key communities through the Future Network database.

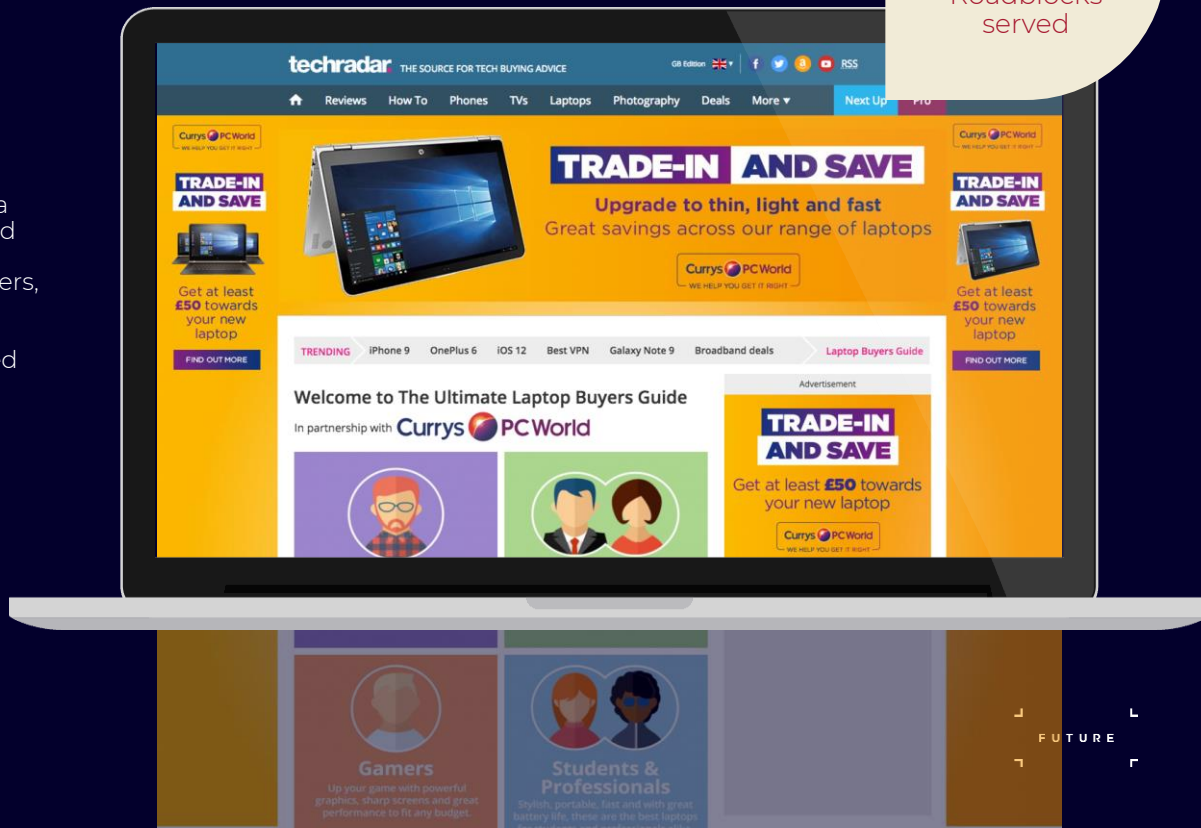
36

Supported
Editorial Articles

+35k

Clicks

3m
Roadblocks
served





De'longhi

T3

Product **'unboxing'** video

De'Longhi is well known for making a huge range of kitchen gadgets, including coffee machines, of every type and for every budget.

In this campaign we created a video to promote the top of the range Prima Donna coffee machine - and all the accessories that come as part of the package.

The 'T3 What's in the box?' 3 minute production, was hosted within an online advertisement feature and amplified to a wider reach through Facebook.

1.3k

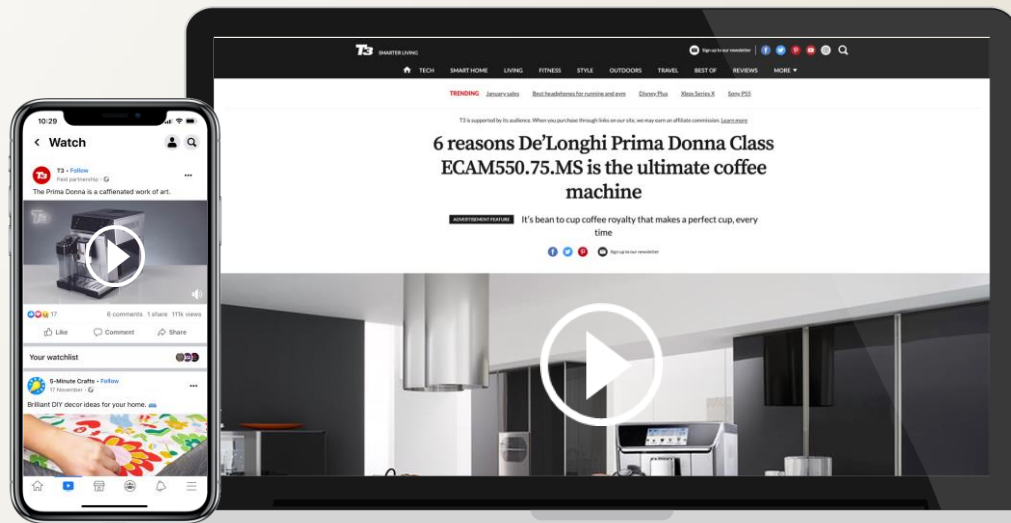
Advertising feature
Page views

2min+

Average time



111k
Video views





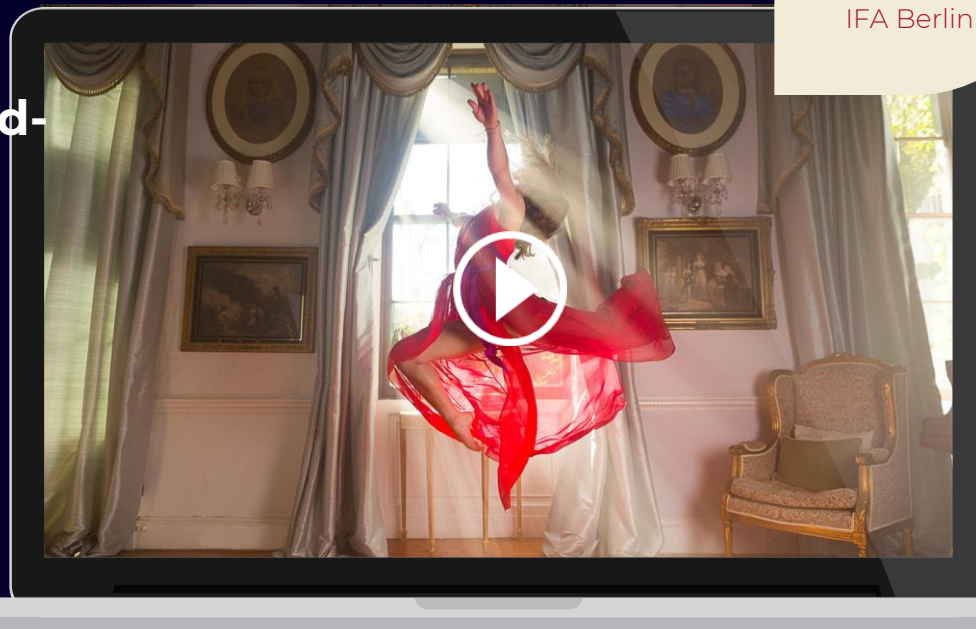
WHAT HI-FI?

Let the light in: How to **compete** with **world-class agencies**

One of the biggest hits at IFA Berlin 2019, our video was just 2 minutes long but took 51 people – from an Olympic gymnast to two composers at Abbey Road Studios – 19 weeks to put together.

Philips commissioned us to show off its flagship OLED+ TVs, and the campaign was rolled out over **digital, social and print** – and on demo TVs across Europe. It was also the pre-Christmas **TV advertising ad broadcast across European markets**.

The result is the **flagship work of our creative team** – and best commercial partnership of 2019.



World Premiere
IFA Berlin

TechRadar's '5G Uncovered' content hub

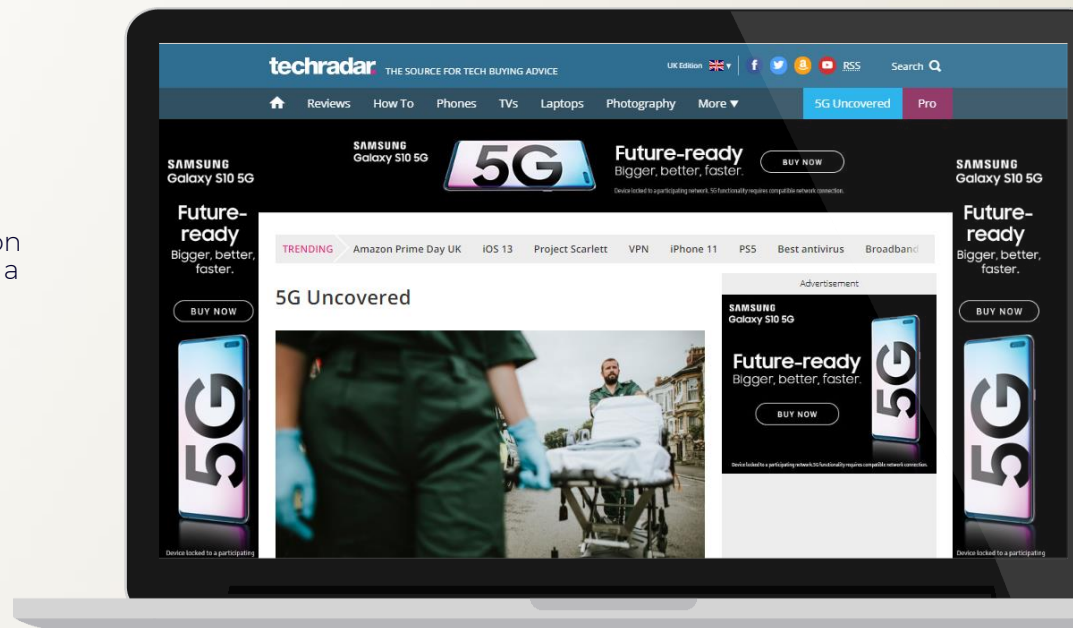
TechRadar reached the 112k page view target in half the time. Our 03:27 dwell time highlights strong engagement from our audience and the 1.22% CTR on the display content indicates brand association with a desire to learn more about Samsung's 5G offering.

26 x Pieces of supported editorial

Samsung owning 100% share of advertising around the content

Content was amplified via TechRadar's social media channels

Content distribution across TechRadar's email newsletters





1st Party Data Targeting

Future delivers an unrivalled amount of 1st party data including:



Those wishing to upgrade



Those with intent to purchase



In-market software and hardware shoppers



Users on a particular network

Future can give access to this data, to layer it across our tech portfolio and reach in-market customers. This combination of the UK's largest tech audience cross referenced with bespoke 1st party data is unrivalled amongst our competitors.



Audience Segmentation

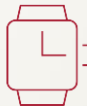
Reaching passionate and engaged audiences across all aspects of tech, gaming, photography and design through our dedicated insight tools.



**Tech
Enthusiasts**



**Smartphone
Intenders**



**Wearable Tech
Lovers**



**TV
Intenders**



Audiophiles



Gamers



**Photography
Enthusiasts**



**Holiday
Intenders**



**Business
Decision Makers**



**Luxury
Buyers**



Premium Programmatic Offering



Data Expertise

Benefit from 1st party data expertise to capture the right user, at the right time in the environment.

Including:

Intender

.....
Enthusiast and additional
bespoke segments.



Premium PMPs

Gain access to our most in-demand inventory.

Formats:

High-Impact Video.



Programmatic Guaranteed

Guaranteed Formats:

All Single Formats

.....
Takeovers

.....
Roadblocks.



Audience Guaranteed

Guarantee your audience list, ensuring you reach the most relevant users.

Our Proprietary Technology

Developed within a publishing environment, Hawk merges both our technological and editorial expertise to provide a unique and integrated eCommerce platform that:

Works with the content to improve customer experience

Detects and counters ad blocking

Makes purchasing easier across, mobile, desktop and tablet

Continuously investing in optimising the user experience

Measures and improves performance by employing advanced data analytics

Works with multiple content types using tailored widgets

Delivers a targeted geo-territorial solution

**FUTURE
HAWK**





Online Creative Solutions

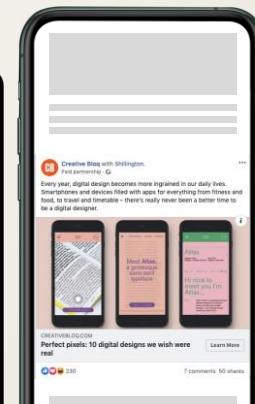
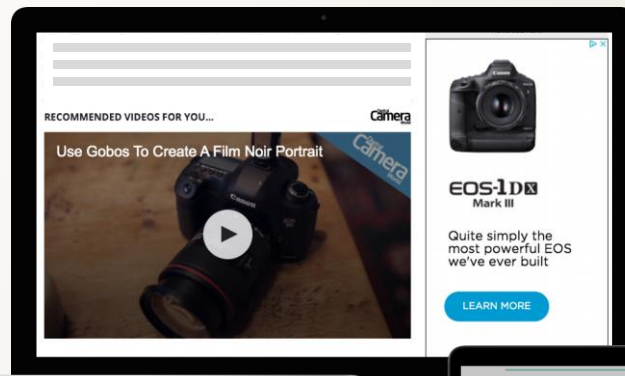
Leveraging Editorial Expertise And Unique Audience Insights

Enabling brands to connect with enthusiast audiences as they engage with their passions

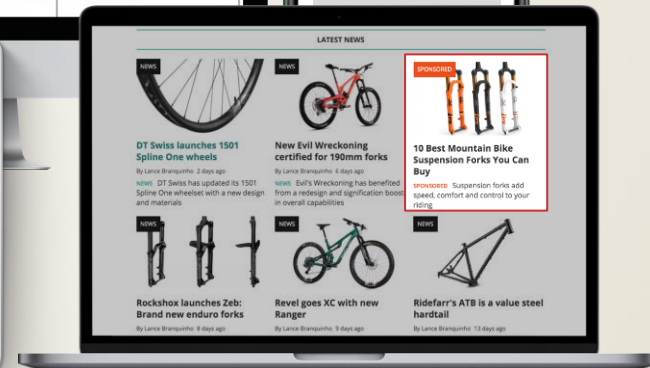
Bespoke solutions include video, websites, native advertising, social media and experiential

Social Media Amplification

Sponsored & Tailored Videos/Series



Bespoke Native Article



Sponsored Content



Online Creative Solutions

Sponsored content programs run across our platforms and beyond using paid, owned and earned media.



Future Websites

Native placements



Social Media

Sponsored posts
and influencers
communities



Native Pages or Multi-media Hubs

Housing all content
created for the
campaign, and
offering a rich user
experience



Experiential

Sponsorship
of Future events



Insights

Campaign
reporting
Brand perception



Future Technology

Book Today!