

FUTURE

# WOMEN'S NETWORK

APRIL 2022



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WOMEN'S  
NETWORK

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FUTURE • WOMEN'S NETWORK

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# Women at Future



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Future connects with a unique female audience who are the driving force for their community.

Our Women's Network audience engages with Future's specialist, authentic content to seek inspiration, trusted expert advice, and guidance at every critical life stage.





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Our female audiences turn to  
Future to fuel their passions and  
pursue purpose-driven lifestyles.

Sophie Wybrew-Bond, Managing Director



## DID YOU KNOW?

FUTURE REACHES  
AS MANY PEOPLE  
IN THE UK AS  
**TWITTER AND  
INSTAGRAM  
COMBINED!**

Across the entire portfolio  
at Future, you can also  
reach a majority female  
audience.



# 330m

Global monthly users  
across Future

# \$1B

worth of eCommerce  
sales driven in a year

# 55%

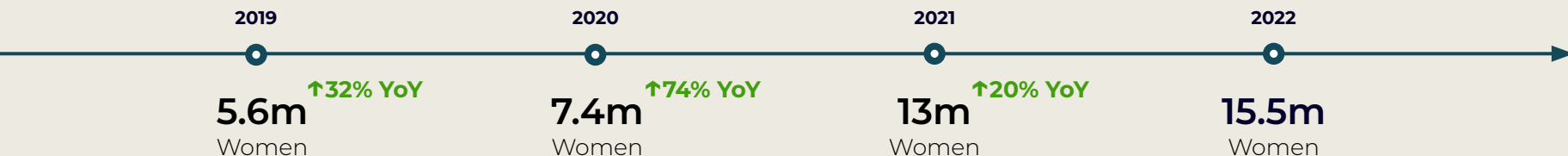
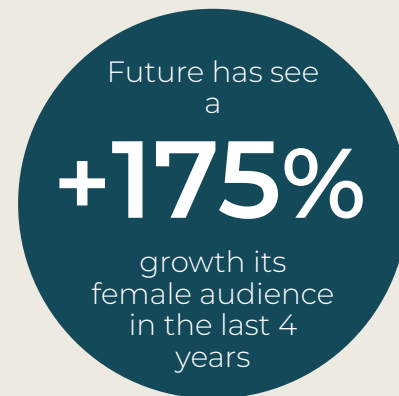
UK audience are  
Women

# 1 in 2

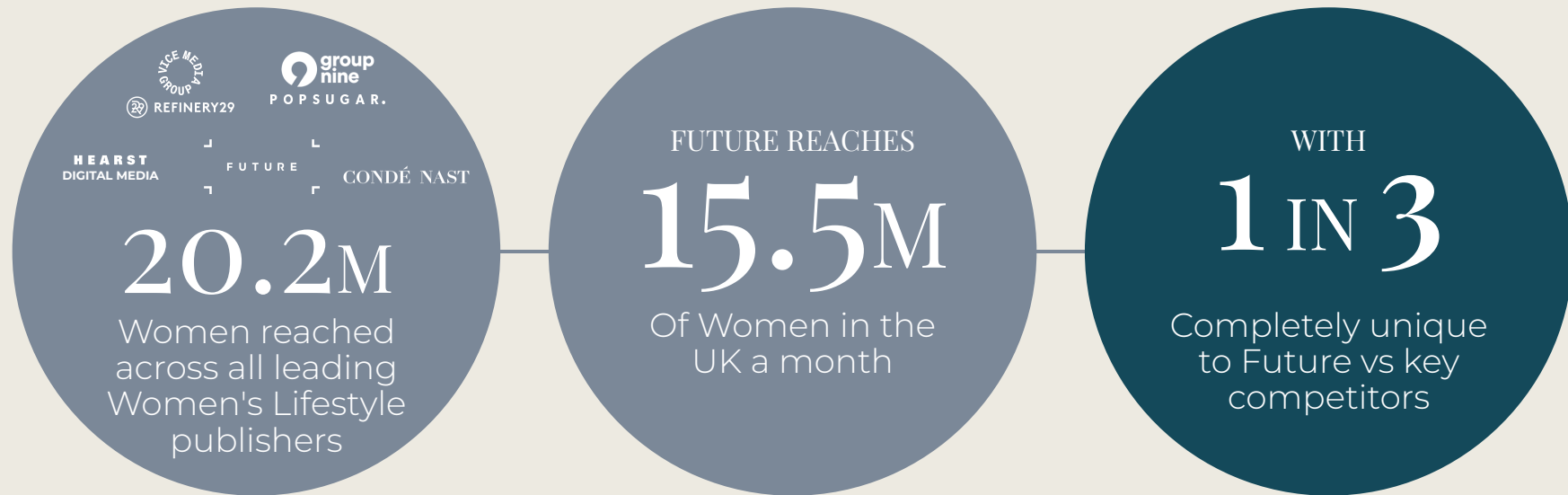
Women reached in the  
UK through our Future  
brands

# FASTEST GROWING FEMALE AUDIENCES

Since 2018, our female audience has increased at an exponential rate and, due to Future's highly acquisitive strategy, as well as organic growth, and this is only set to expand further.









# PURSuing PASSIONS AND PURPOSE

Across Future's portfolio of over 200 brands we connect people to their passions.

With editorial expertise and powerful SEO as part of Future's DNA, we **rank #1** for the terms that matter most to our audiences.

Our Women's Network audience come to Future's easily discoverable content to pursue their passions and fuel their purpose-driven lifestyles.



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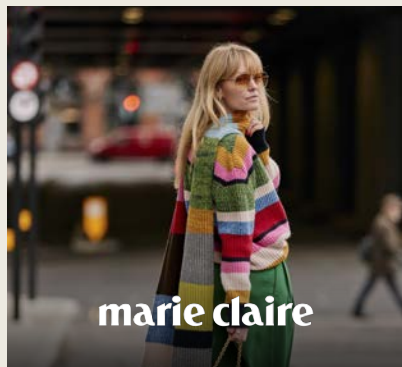
# Our Women's Network



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# OUR WOMEN'S NETWORK BRANDS



**Marie Claire** drives the next generation of leaders — women with power, purpose & style. We bring our audience the latest on the subjects that matter to them – fashion, beauty, sustainability and more – so they can be informed, inspired and live life on their terms.



**Woman&home** represents modern women who are in command of all elements of their busy lives. These women are the original influencers who have multiple interdependencies in family, work, friendship circles and the community.



**Goodto** provides easy-to-follow parenting, food, health & wellbeing information and money saving tips and tricks. With a family-focus to news and information, Goodto is a safe space for parents, free from judgement with a sense of humour.



**My Imperfect Life** is the relatable guide to help women navigate their changing world. We bring our audience the latest on the subjects that matter to them – fashion, beauty, travel and wellness – so they can be informed, inspired and live life on their terms.

# SPANS EVERY LIFE STAGE

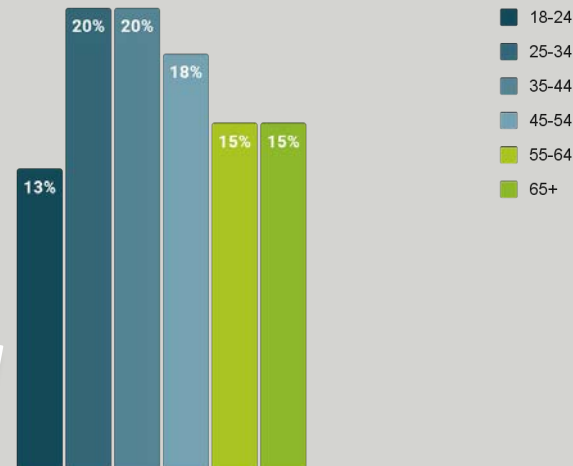
Our audiences look to our expert content to inspire, entertain and advise them at every critical life stage.

This means that unlike other media companies, the Future Women's Network reaches women evenly across all life stages.

Each of the Women's Network brands connect with key demographic groups, engaging women through inspirational content.



Future Women's Network audience by age group



# PURCHASING POWER

Our audiences know their economic power. They are the spending decision makers taking control of their personal finances. They turn to Future to decide how, and where, they will spend their money.

Thanks to Future's powerful SEO, we attract high-intent audiences on their path to purchase. These women look to Future's expert content and honest, trusted reviews to guide their purchasing decisions.

The Future Women's Network audience spent **£6 million** through Future's content in 2021

**Every 2 minutes**  
the Future Women's Network drives a retail transaction





# PIONEERS

Our audiences are the pioneers at the heart of their community and seek out the latest ways to connect. These women are the original influencers and drove the adoption of smartphones and the proliferation of social media.

The Women's Network is Future's incubator for audience innovation. From beauty sampling, to exclusive events. Our audience is highly engaged and always on the lookout for new ways to connect.

## 66%

Of our UK Women's Network audience are early adopters

## 2.8m

Of our UK Women's Network audience love innovative tech

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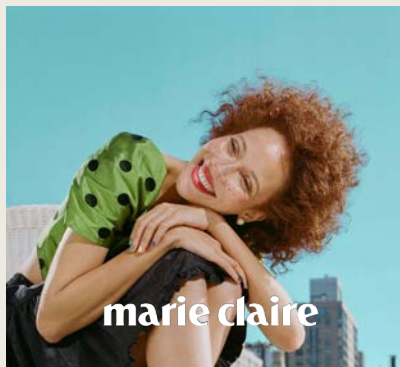
# Our Expertise



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# LOVED FRANCHISES



marie claire

## Marie Claire

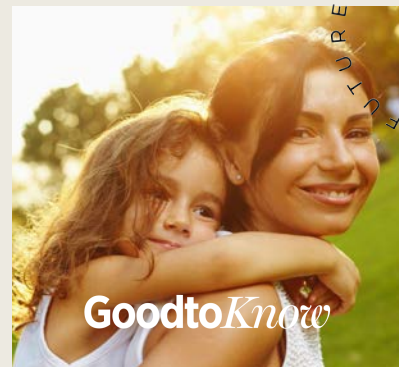
- **Future Shapers** - Showcasing female games changers shaping the world around them
- **Beauty Drawer** - Beauty sampling service, the ultimate members club for beauty-loving women
- **Edit** - Shopping the brands you love - fashion editor approved.



woman&home

## Woman&Home

- **Beauty Counter** - Members only beauty sampling service
- **Amazing Women Awards** - Celebration of real women making a difference



GoodtoKnow

## GoodToKnow

- **Parent-tested Reviews** - Parents put products to the test with their children for at least 10 days
- **Test Kitchen** - Team of expert chefs and bakers test each recipe

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# EDITORIAL EXPERTISE

Our editors are the leading minds in women's lifestyle and collectively have over 40 years worth of experience and know the stories that captivates audiences.



**Andrea Thompson**

Editor in Chief

Andrea has been a journalist for Daily Mail, The Sunday Times, The Guardian, Channel 4, Glamour and Grazia.



**Mariana Cerqueira**

MyImperfectLife Editor

Mariana has written for leading lifestyle magazines: Eat Healthy, GoodTo, Woman&Home.



**Anna Bailey**

GoodTo Editor

Anna has held roles at MSN, UKTV and ITV, where she was responsible for This Morning and Loose Women sites.



**Catherine Westwood**

Group Editor-in-Chief

Catherine oversees Future's women's and TV print portfolio and has edited woman&home, Woman's Own, Woman Woman's Weekly, Now and Essentials after starting her career in the national press.



# EDITORIAL CALENDAR

<b>JANUARY</b> <ul style="list-style-type: none"><li>• Start the Year Strong</li><li>• Veganuary</li><li>• 'Blue Monday'</li><li>• Back to School</li></ul>	<b>FEBRUARY</b> <ul style="list-style-type: none"><li>• Valentine's Day</li><li>• Fashion Week</li><li>• Sex &amp; Relationships</li><li>• LGBTQ+ History Month</li></ul>	<b>MARCH</b> <ul style="list-style-type: none"><li>• International Women's Day</li><li>• Spring Beauty Refresh</li><li>• Mother's Day</li><li>• Sustainable Fashion</li><li>• Wellness / Sex &amp; Relationships</li></ul>	<b>APRIL</b> <ul style="list-style-type: none"><li>• Wellness and Fitness</li><li>• Skincare and suncare</li><li>• Stress Awareness</li><li>• Earth month</li><li>• Hair Awards (MC)</li></ul>	<b>MAY</b> <ul style="list-style-type: none"><li>• Beauty</li><li>• Travel</li><li>• Fashion - Spring / Summer</li><li>• Met Gala</li><li>• Prix Awards(MC)</li></ul>	<b>JUNE</b> <ul style="list-style-type: none"><li>• Pride Month</li><li>• Summer Fashion</li><li>• Wellness</li><li>• Home Decor</li><li>• Travel</li></ul>
<b>JULY</b> <ul style="list-style-type: none"><li>• Holiday / Summer Beauty</li><li>• Fashion Events</li><li>• Sustainability: Plastic Free July</li><li>• Sustainability Awards (MC)</li><li>• Sex advice &amp; relationships</li></ul>	<b>AUGUST</b> <ul style="list-style-type: none"><li>• Wellness</li><li>• Summer Beauty</li><li>• Fashion - dressing for hot weather</li><li>• Career advice</li></ul>	<b>SEPTEMBER</b> <ul style="list-style-type: none"><li>• Self care awareness month</li><li>• Back to School</li><li>• Post-summer skin rescue</li><li>• Fashion week trends</li><li>• Money saving</li></ul>	<b>OCTOBER</b> <ul style="list-style-type: none"><li>• Black History Month</li><li>• Health and Wellness</li><li>• Autumn Fashion</li><li>• Skin Awards (MC)</li></ul>	<b>NOVEMBER</b> <ul style="list-style-type: none"><li>• Hydrating Skincare</li><li>• Party season fashion</li><li>• Fertility Awareness Week</li><li>• Gift guides for the festive season</li></ul>	<b>DECEMBER</b> <ul style="list-style-type: none"><li>• Christmas</li><li>• New Year's Eve</li><li>• Gift guides</li><li>• Beauty and Fashion for party season</li></ul>



Leaders for key women's lifestyle search terms - UK

# SEO EXPERTISE

We are the authoritative voice on women's lifestyle, using our global SEO expertise to appeal to our audience's demand for unique content, with top performing articles from our women's network brands dominating top rankings in search.

#1

**Best night cream**

Marieclaire.co.uk

**Best pushchair 2022**

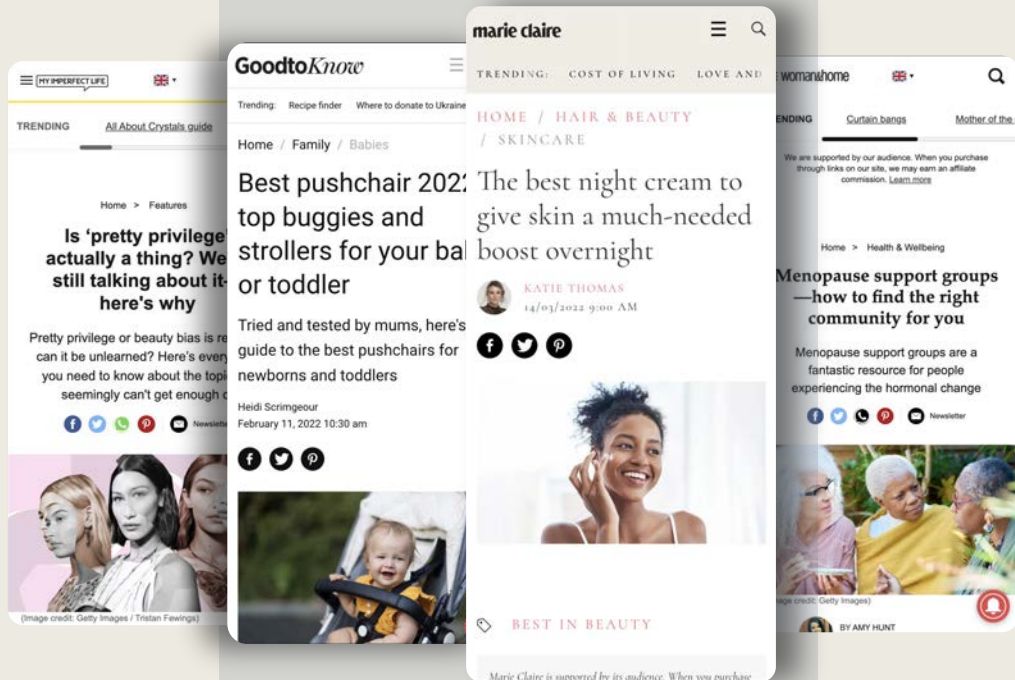
Goodto.com

**What is pretty privilege?**

Myimperfectlife.com

**Menopause support groups**

Womanandhome.com





# EXPERTS IN DRIVING MEANINGFUL CONNECTIONS

## PRINT

Loyal audiences across heritage brands, providing highly engaged environments

## CONTENT

Bespoke content series, video, channel sponsorship

## EVENTS & AWARDS

One-off activations to conferences Awards (verified franchise)

## NEWSLETTERS & EMAIL & PODCASTS

Newsletter. Solus N/L activity to support

## SOCIAL

Editorial and paid partnerships with Facebook, plus commercial partnerships with LinkedIn and Twitter

## ECOMMERCE

Channel launch on The Edit and further eCommerce

## DIGITAL AUDIENCE TARGETING

Find the audiences you want to reach with our first party data targeting solution

## DISPLAY

High Impact formats through direct deals, PMP

FUTURE





## Reach target audiences at scale with Aperture



**Aperture** is Future's intelligent audience data platform, processing and analyzing all first party data across Future's entire portfolio.

We are Future-proofed - ready for a cookieless world and 100% privacy compliant.

Our unique audience data offering includes:

- Over 10bn data points collected in the last 6 months.
- 100's of behavioral data points - time on site, recency, loyal users
- 100's of intent-based signals - purchase intent, product clicks, retailers, competitor targeting
- Socio-Demographic targeting - gender, age, location and more.



## Key audience segments:



### Fashion Lovers

**4.5m** fashionistas (UK)



### Sustainability

**5.8m** eco warriors (UK)



### Beauty Fans

**5.2m** aficionados (UK)



### Luxury Interest

**7.1m** luxury shoppers (UK)



### Health & Wellness

**6.2m** fitness focus (UK)



### Foodies

**11.4m** foodies (UK)



## Audience Insight

**9.4m**

Unique  
Users / month

**4.5x**

more likely to be  
**Gift Giver**

**4x**

more likely to be  
**a toy buyer**

**4x**

more likely to be  
**interested in  
clothes**



## Behaviors

**23m**

Page views

**13%**

Desktop

**84%**

Mobile

**3%**

tablet

**52%**

browse for **1**  
minute or more  
Browsing for an  
average of **2.17 min**

**26%**

read **2** or more  
articles per  
session

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# Opportunities



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# OPPORTUNITIES OVERVIEW



BEAUTY



FASHION



PARENTING



SUSTAINABILITY



FOOD



HEALTH &  
WELLNESS





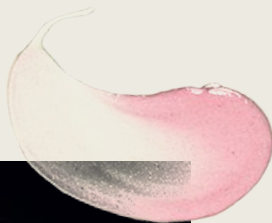
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# BEAUTY

COMMERCIAL OPPORTUNITIES





# BEAUTY

Our network is a trusted voice on all aspects of beauty, from reviews on products with innovative formulas and advice on how to make their beauty shelf more sustainable, to trusted how-to-guides and skincare advice, our audiences turn to our beauty content for inspiration, entertainment and advice.

Our brands across the Women's Network are the trusted beauty experts.

## 6m

Beauty & Skincare  
Lovers

## 6.5m

UK unique pageviews  
driven on Beauty  
content last year across  
our Women's Network



Source: Aperture, Future IPD, March 22; Hawk eCommerce  
Data UK/US, 1st Jan-31st Dec 21 [Article, URL, tags containing:  
Beauty/Skincare.]

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# FASHION

COMMERCIAL OPPORTUNITIES



# FASHION

Our network is a trusted voice on all aspects of fashion, from high-street, to the latest sustainable brands, to high-end designer trends.

Our audiences turn to our fashion content for inspiration, entertainment and advice, whether that be how to curate the ultimate timeless wardrobe, to how to shop more sustainably, or our recommended designer buys for every season, the brands across the Women's Network are the trusted experts.

4.2m

Fashion Lovers

5.5m

UK unique pageviews driven  
on Fashion content last year  
across our Women's Network

Source: Aperture, Future 1PD, L90D, March 22; Hawk  
eCommerce Data UK/US, 1st Jan-31st Dec 21 [Article, URL, tags  
containing: Fashion.]





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# SUSTAINABILITY

COMMERCIAL OPPORTUNITIES





# SUSTAINABILITY

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## 4m

Eco-conscious /  
Sustainability focussed

## 88%

Of our UK Women's Network  
audience are willing to pay  
more for brands who are  
ethical/sustainable

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# FOOD

COMMERCIAL OPPORTUNITIES





# FOOD

From recipes for the whole family and dishes to suit every dietary requirement, to hosting ideas and topical food-related news, our audience turn to our trusted editorial for inspiration and advice.

Whether they're on the lookout for the latest health foods, recipes or inspiring food content, we are their go-to source.

4.2m

Foodies

19.3m

UK unique pageviews driven on Food & Recipe content last year across our Women's Network



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# PARENTING

COMMERCIAL OPPORTUNITIES





# PARENTING

From fertility & pregnancy, to family-focussed news, to easy-to-follow parenting content, our audience turn to content across our Women's Network for all aspects of family & parenting.

They come to our trusted editorial as a space for parents, free from judgement with a sense of humour.

6.8m

Parents

22m

UK unique pageviews driven on Family & Parenting content last year across our Women's Network

Source: Aperture, UK, Future 1PD, L90D, March 22; Hawk eCommerce Data, UK, 1st Jan - 31st Dec 22 [Article, URL, Tags containing: parenting and family.]

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# HEALTH & WELLNESS

COMMERCIAL OPPORTUNITIES



# HEALTH & WELLNESS

Our audience are the gatekeepers of their family's health. Guided by our experts, they want to make informed choices. From wellness and mental health, to physical health and wellbeing, they turn to us for factual information.

From expert advice and guidance, to the latest news and tips, they turn to our trusted editorial to take care of their physical health and mental wellbeing.

2.1m

Active Lifestyle  
Consumer

2.7m

Exercise to improve  
fitness or wellbeing



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# Our Brands





## MY IMPERFECT LIFE

INFORM.  
EMPOWER.  
INSPIRE.

**My Imperfect Life** is the relatable guide to help women navigate their changing world.

We bring our audience the latest on the subjects that matter to them – fashion, beauty, travel and wellness – so they can be informed, inspired and live life on their terms.z



**MyImperfectLife** talks to real, young women about what matters to them.

Whether it's partners and relationships, playing their part in the climate revolution, or the latest eco friendly makeup brand, MyImperfectLife gives the informed position for young women globally in an intelligent, relatable manner.

**1.1m**

Global Monthly users

**1.5m**

Global Monthly Page Views

**1m**

Total Social Reach

**123k**

UK Monthly Users

**60%**

ABC1

**82%**

Organic Search

**65%**

Female

**48%**

18-34

**MY IMPERFECT LIFE**



# marie claire

## THE PURPOSE-DRIVEN MEDIA DESTINATION

**Marie Claire** connects confident, influential and successful women. Marie Claire is a flagship brand in women's lifestyle and is authentically committed to celebrating the richness and scope of women's lives.

Aiming to entertain, educate and inspire women, it combines thought-provoking features, inspirational fashion and innovative beauty content based around its core pillars of empowerment, diversity and sustainability.



Marie Claire UK is a compelling purpose-driven media destination. Aiming to entertain, educate and inspire women, it combines thought-provoking features, inspirational fashion and innovative beauty content based around its core pillars of empowerment, diversity and sustainability.

**3.1m**

Global Monthly users

**6.4m**

Global Monthly Page Views

**2.8m**

Total Social Reach

**1.1m**

UK Monthly Users

**4m**

UK Monthly Page Views

**47%**

AB audience

**92%**

have shopped online within the last month

**77%**

ABC1

**56%**

25-54

Source: Google Analytics March 2022, Comscore Media Metrix January 2022, Hawk Data January 2022, Social Reach February 2022.

**marie claire**





# Goodto*Know*

TRUSTED.  
INFORMATIVE.  
EMPOWERING.  
EMPATHETIC.

**Goodto** provides easy-to-follow parenting, food, health & wellbeing information and money saving tips and tricks.

With a family-focus to news and information, Goodto is a safe space for parents, free from judgement with a sense of humour.



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**Goodto.com** is the ultimate online destination for busy women.

It's the home of trusted, judgement-free advice with thousands of fuss-free family recipes, reassuring parenting support, and wellbeing information - along with fun family activity ideas and clever hacks for daily life.

**8.4m**

Global Monthly users

**12.4m**

Global Monthly Page Views

**3m**

UK Monthly Users

**825k**

Total Social Reach

**71%**

ABCI

**38k**

Newsletters

**62%**

Visit the website via organic search

**52%**

35-64

**Goodto***Know*

Source: Google Analytics January 2022; Social Media Reach February 2022; comScore, UK, January 2022; Future Internal Records [Newsletter Subs] Feb 2022.





# woman&home

## INSPIRING WOMEN LIKE YOU

**Woman&home** represents modern women who are in command of all elements of their busy lives.

These women are the original influencers who have multiple interdependencies in family, work, friendship circles and the community.



woman&home celebrates the joy of being a modern grown-up woman.

Glamorous, aspirational and fun, woman&home curates the best products and advice from health, wellness and beauty to food, homes and books and helps women live their best lives.

**6.6m**

Global Monthly users

**2.8m**

UK Monthly Users

**229.8k**

ABC Print Circulation

**12.1m**

Global Monthly Page Views

**2.1m**

Total Social Reach

**73%**

ABC1

**40%**

AB

**73.3k**

Newsletter Subscribers

**56%**

35-64

woman&home





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# Thank You