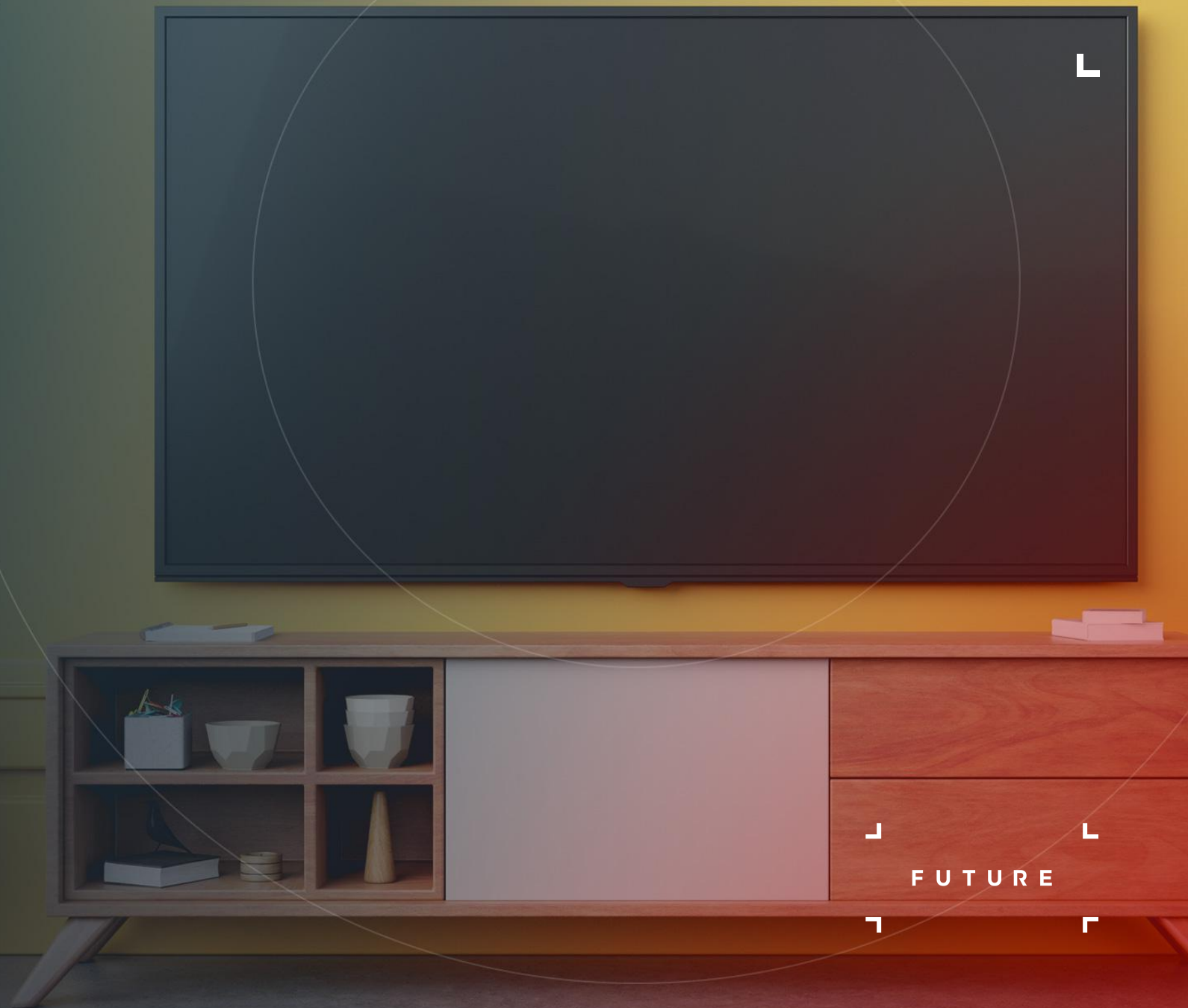


what**to**watch

Media Kit

2021



FUTURE



whattowatch

WhatToWatch.com — Helping You Binge Smarter

WhatToWatch helps you find the best TV shows and movies out there. Our expert recommendations enhance your viewing on Netflix, Disney+, Prime Video, and more.

WhatToWatch aims to be a lightning rod for conversation by centralizing behind the scenes perspectives, analysis, trivia, hardware recommendations, and more.

446k

Global Monthly Users

348k

US Monthly Users
Google Analytics

637k

Global Monthly
Pageviews

484k

US Monthly
Pageviews
Google Analytics

12k

Total Social Media
Audience

80%

% Traffic From
Organic Search

\$69k

2019 eComm
Revenue

60%

Gender: Male

21%

Age: 25-34



Media & Entertainment Audience Segments Across Future Portfolio

Our brand portfolio attracts millions of customers searching for media and entertainment content

Interests



27M

Value Shoppers



89M

Technology



69M

Movie Lovers



60M

Music Lovers



81M

Gamers



42M

TV Viewers





Future Ad Solutions

Partnership Opportunities



High Impact Media



Video



Premium Programmatic



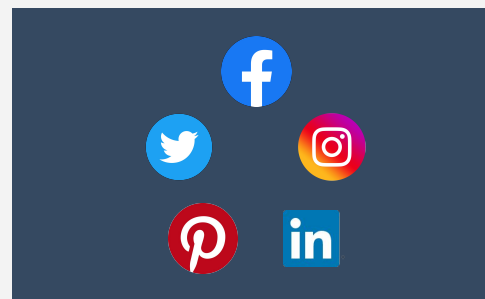
Custom Solutions



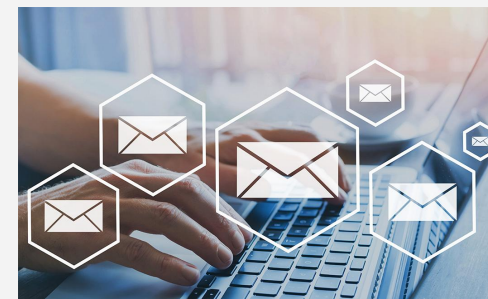
Live Events



Print



Social Amplification



Newsletters



Homepage Takeover

The screenshot shows the Guitar World homepage with a large Martin & Co. X Series guitar takeover. The takeover includes a banner with the text "ALL NEW X SERIES." and "BETTER BALANCE". Below the banner, there are several articles and a "LATEST NEWS" section. The articles include "Guitar Gabby: 'Understanding where guitar music came from helps young black women like me, out here paving our own paths'", "Mark Hoppus uses The Last of Us Part II's virtual guitar to play Blink-182's Dammit", "Sick Riffs: Liam Beeson teaches you the technical onslaught of Brand of Sacrifice's Casca", "Horizon Devices releases feature-rich, compact Flux Echo reverb and delay pedal", "Give your solos a sinister edge with the diminished scale", "Beginner guitar: how to play minor chords", and "Ida Nielsen: 'Prince always pushed us to be better - now I want to make sure I'm the best musician I can be'".

Guitar World

News Features Lessons Reviews More

Guitarist **total Guitar** Guitar Techniques bassplayer

Subscribe Search

ALL NEW X SERIES.

BETTER BALANCE

NEW NECK

D-X1E KOA

Martin & Co. EST. 1833

TRENDING 5 for £5/\$5/€5 digital magazines 100 greatest guitarists Diezel's profile-detecting head History of instru

Guitar World is supported by its audience. When you purchase through links on our site, we may earn an affiliate commission. [Learn more](#)

LATEST NEWS

Mark Hoppus uses The Last of Us Part II's virtual guitar to play Blink-182's Dammit

Sick Riffs: Liam Beeson teaches you the technical onslaught of Brand of Sacrifice's Casca

Horizon Devices releases feature-rich, compact Flux Echo reverb and delay pedal

Get more out of your pedalboard with Electro-Harmonix's \$39 Cntl Knob static expression pedal

Animals As Leaders announce special livestream event

Guitar Gabby: "Understanding where guitar music came from helps young black women like me, out here paving our own paths"

The LTD-wielding guitarist talks the music business, The TxLips Band and the genius of Sister Rosetta Tharpe

Give your solos a sinister edge with the diminished scale

Beginner guitar: how to play minor chords

Ida Nielsen: "Prince always pushed us to be better - now I want to make sure I'm the best musician I can be"

Martin & Co. EST. 1833

Category

Homepage Takeover

Available Ad Sizes

970x250/728x90/970x66 +
300x600/300x250 + 320x50 +
Skin

Ad Size Precautions

Desktop version only supports
970x250/728x90/970x66 + Skin

Metrics

Viewability
Clicks
Impressions

Additional Opportunities

First Impression
Homepage Sticky Video

Use cases

Strong awareness in short
period of time. Great for
product releases.

A standard IAB video ad unit that runs as a :15 or :30 second prior to Future video content on the majority of our website pages.

RECOMMENDED VIDEOS FOR YOU...

A video player for "America's Navy Forged by the Sea". The video frame shows a dark background with a stylized eagle logo and the text "AMERICA'S NAVY FORGED BY THE SEA". Below the video frame is a "WATCH NOW" button. The player interface includes a play button, volume icon, and a progress bar indicating the video will resume in 4 seconds.

In March, Help Musicians set up a £5 million hardship fund to aid artists struggling financially due to the coronavirus pandemic, **but it ran dry in a just a matter of days** and a second phase of funding was launched in late May.

The cover is based on an YouTube mashup of *Living For The City* and *Paradise City* by mashup supremo Bill McClintock, known for unlikely partnerships like **Danzig and Donna Summer, Marilyn Manson and Mariah Carey, Slayer and the B-52s, Slayer and George Michael** and yes, **Slayer and The Bangles**. McClintock also plays guitar on the The Gig Economy's version of the mashup.

"The COVID-19 pandemic has robbed musicians of their livelihood, and we'll be the last people to return to work because of social distancing" says Playa. "At the beginning of lockdown a lot of us in The UK were helped out financially... so we'd like to dedicate the performance to Help Musicians."

Donate to Help Musicians.

Search homes

OUR GREAT MAGS

PLUS! \$100 OF DIGITAL PRIZES
ENTER FOR A CHANCE TO WIN \$1000
ENTER FOR A CHANCE TO WIN \$1000

PAUL GRAY
TEN YEARS ON
INSIDE THE LIFE OF SLIPKNOT'S UNDERSTATED GENIUS

BUY IN PRINT OR DIGITAL

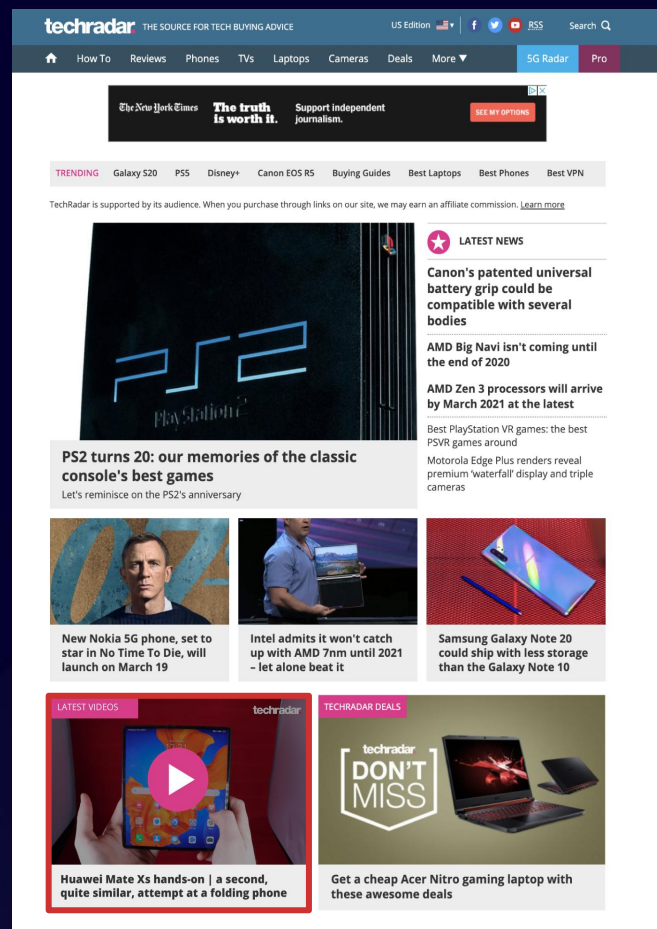
Category Video Product
Base Components n/a
Marketing Objective Awareness
Metrics Video Views Viewability Clicks Impressions
Additional Opportunities Standard Display Custom Video
Use cases Client has noted :15/:30 pre-roll assets and seeks high viewability



Sticky Home Page Video

NEW (in Alpha testing as of 05/05/2020 on TechRadar.com)

A standard IAB video ad unit that runs as a :15 or :30 second prior to Future video content on our Home Pages



Category

Video Product

Base Components

n/a

Marketing Objective

Awareness

Metrics

Views / Completion

Viewability

Clicks

Impressions

Additional Opportunities

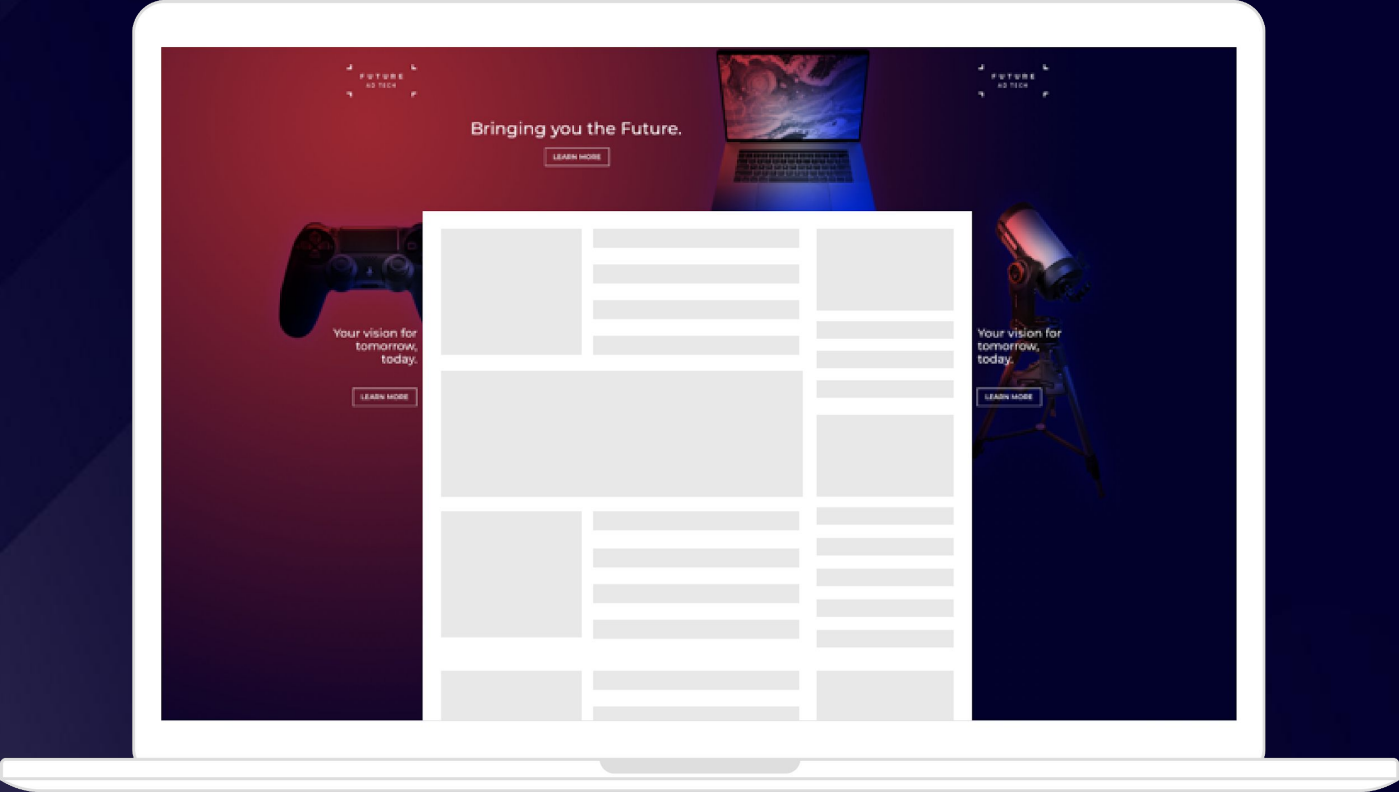
Homepage Takeover

Custom Video

Use cases

High quality video assets

Paint your brand on our largest canvas. This space is usually blank on a site, but can be filled with your brand! This product will always be on your side (and ours too!)

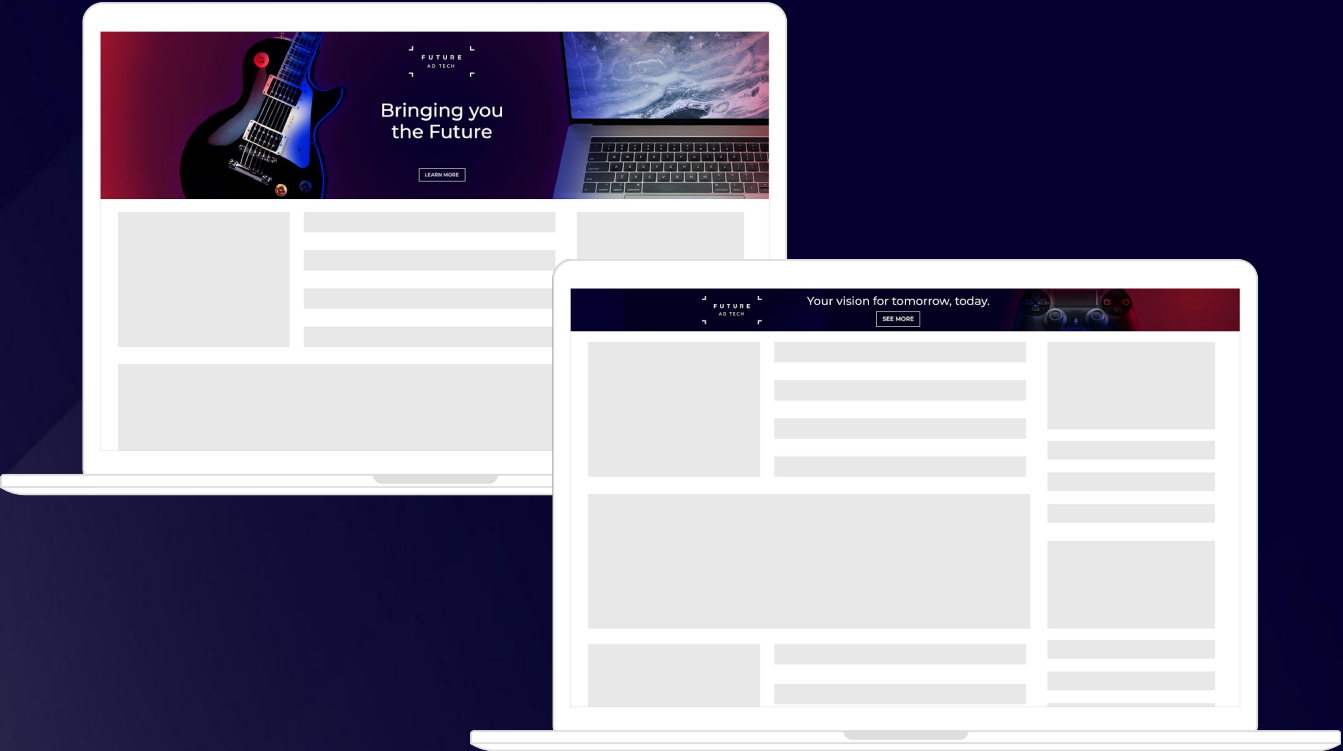


Category High Impact
Base Components n/a
Marketing Objective Awareness
Metrics Impressions Clicks
Additional Opportunities Roadblocks Rich Media
Use cases Sales event or timed-promotion



Desktop/Tablet Big Top

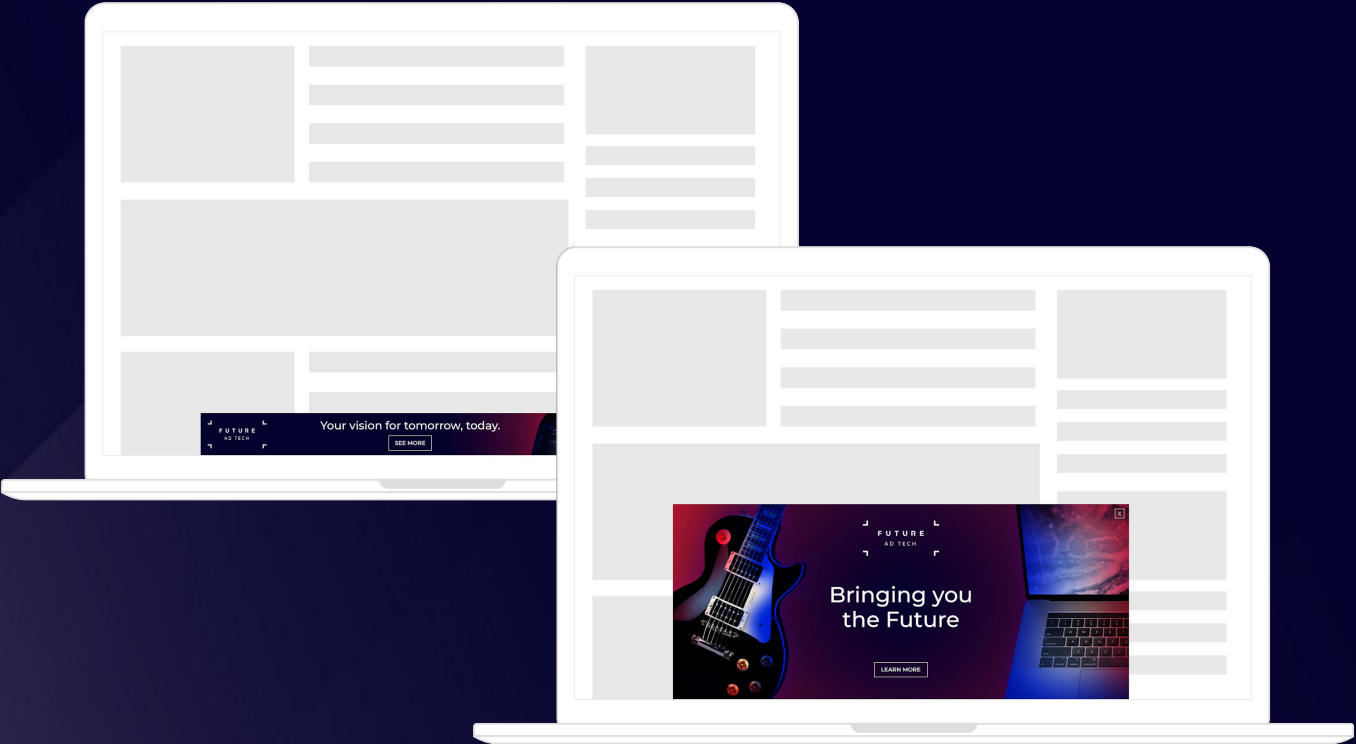
The Big Top is one of our bestsellers and makes the most of site real estate. Users can experience your brand on their device of choice. Make a strong impact from the top and stays with your users no matter where they are on the page. They won't be able to miss it.



Category High Impact - Desktop Rich Media
Base Components n/a
Marketing Objective Engagement
Metrics Impressions Clicks Engagement Rate Viewability
Additional Opportunities Standard Media Skin Mobile Rich Media
Use cases Client seeks high-impact execution with higher-level interactivity

Desktop Footer

This ad product gets the last laugh. The footer is sticky, so your user will see it no matter what. You also have the additional option to give your brand a chance at twofold messaging with our expansion feature.

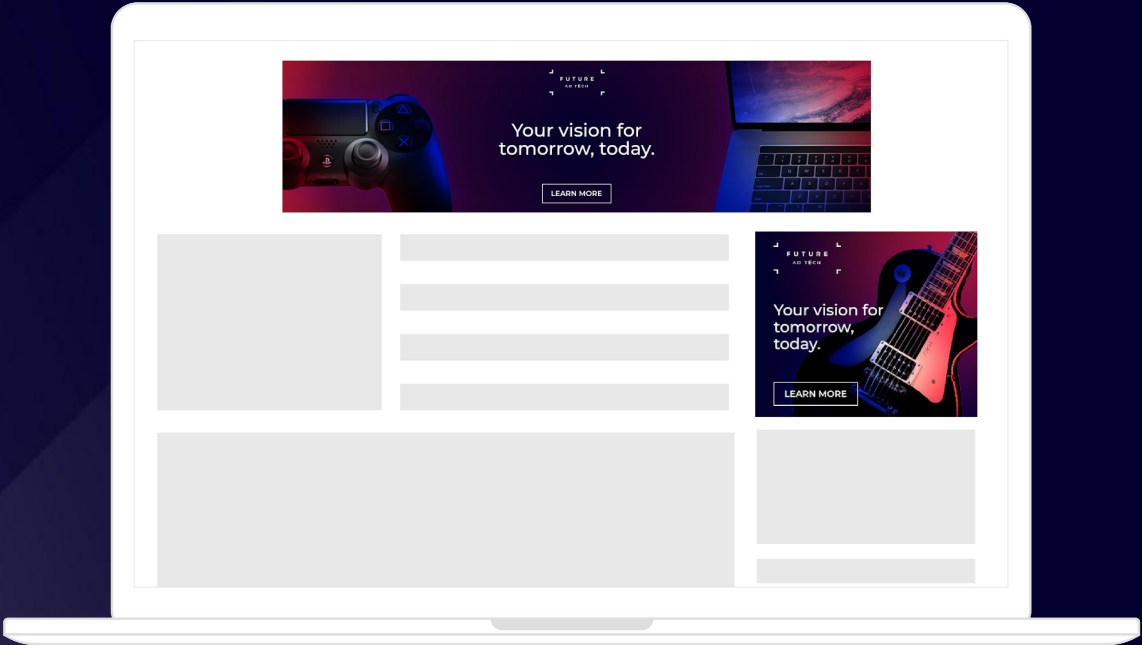


Category High Impact - Desktop Rich Media
Base Components n/a
Marketing Objective Engagement
Metrics Impressions Clicks Viewability
Additional Opportunities Standard Media Skin Mobile Rich Media
Use cases Client seeks high-impact execution with higher-level interactivity



Desktop Standard Banners

The salt and pepper of your online advertising experience. Get the classic treatment with our standard banners. Versatile page placement and quick implementation.



Category

Standard Media

Base Components

n/a

Marketing Objective

Awareness

Metrics

Impressions
Clicks

Additional Opportunities

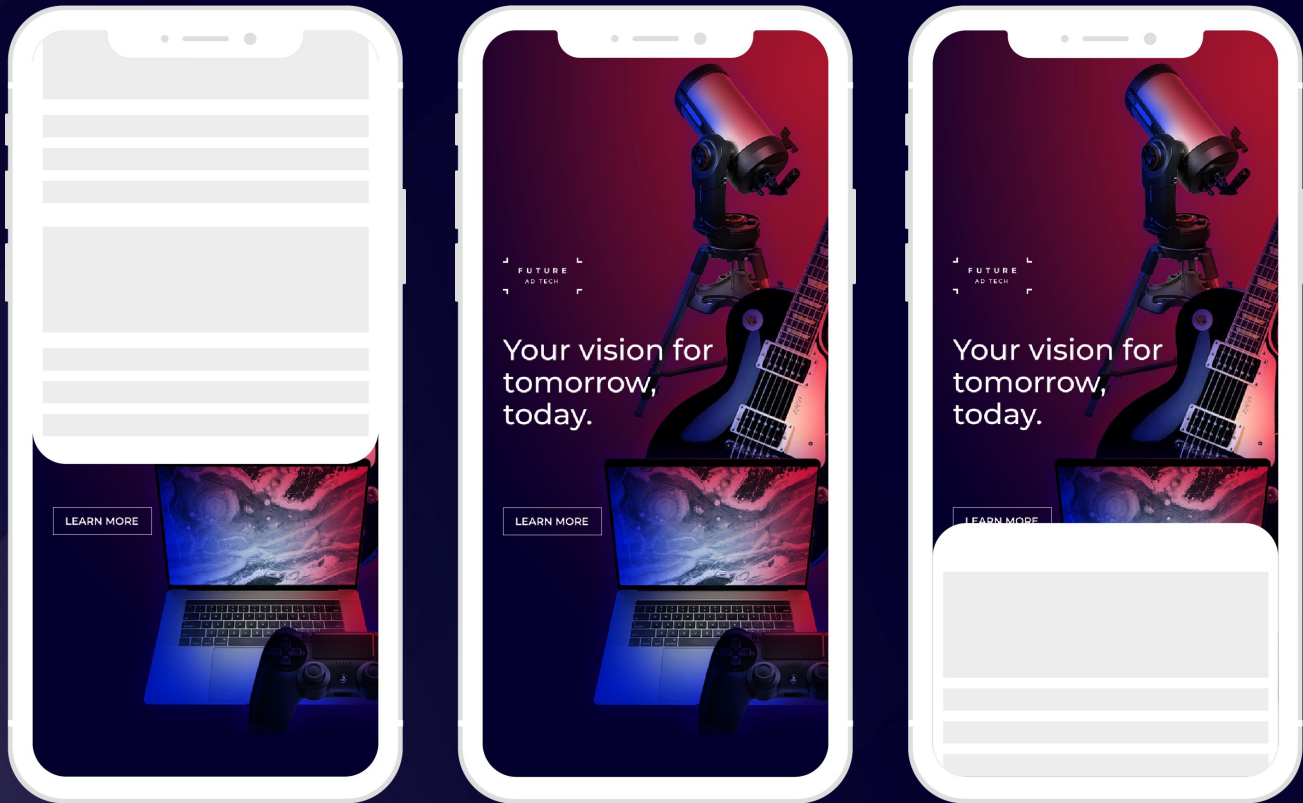
Skins
Rich Media Units

Use cases

Client seeks high scale, low cost, targetable, and easy lift campaign

Mobile Scroller

Make a full-screen splash in a prime location, as your user scrolls through the content. This front and center high impact unit will guarantee eyes on your product. Get a bonus parallax effect when you provide two creatives!



Category High Impact - Mobile Rich Media
Base Components n/a
Marketing Objective Engagement
Metrics Impressions Clicks Engagement Rate
Additional Opportunities Standard Mobile Media Desktop Rich Media
Use cases Client seeks high-impact mobile execution with higher-level interactivity



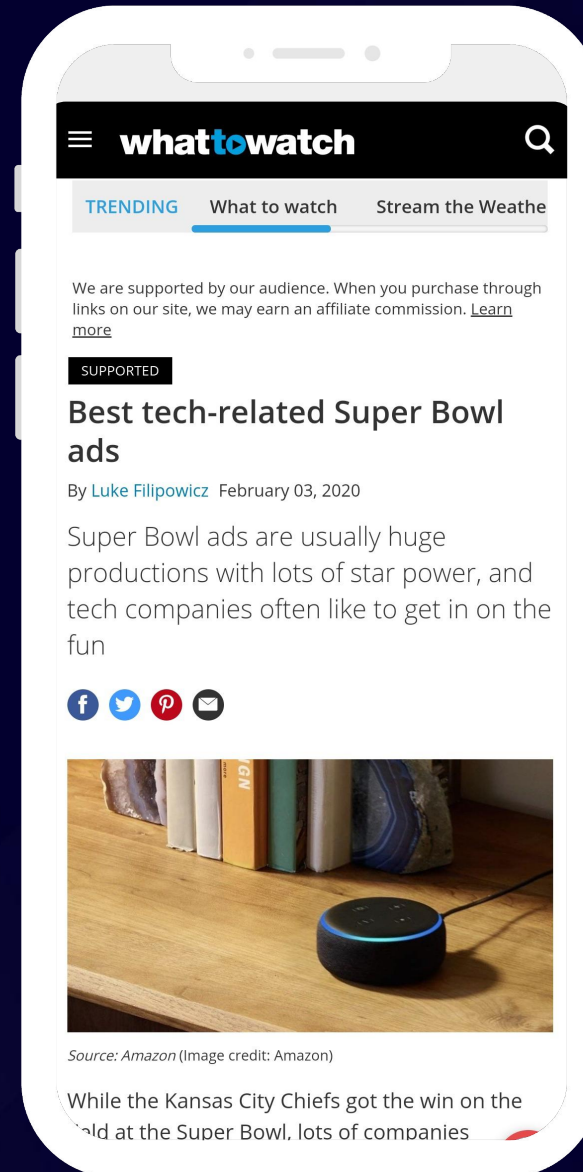
Supported Article

Client commissions content but has no explicit control over article. Client then owns display advertising around article.

Content aligns with existing content that's thematically relevant and to a brand's product or service. Article written by Future Editorial staff. Content is SEO-driven content!

Grover Example:

[How to quickly install guitar strap locks](#)



Category

Supported Article

Base Components

Companion banners
Facebook ads

Marketing Objective

Education

Metrics

Page views
Unique views
Avg. time spent

Additional Opportunities

Additional supported articles
Sponsored articles
Custom rich media
Standard media

Use cases

Client product/service aligns with category/topic within Future Edit's expertise

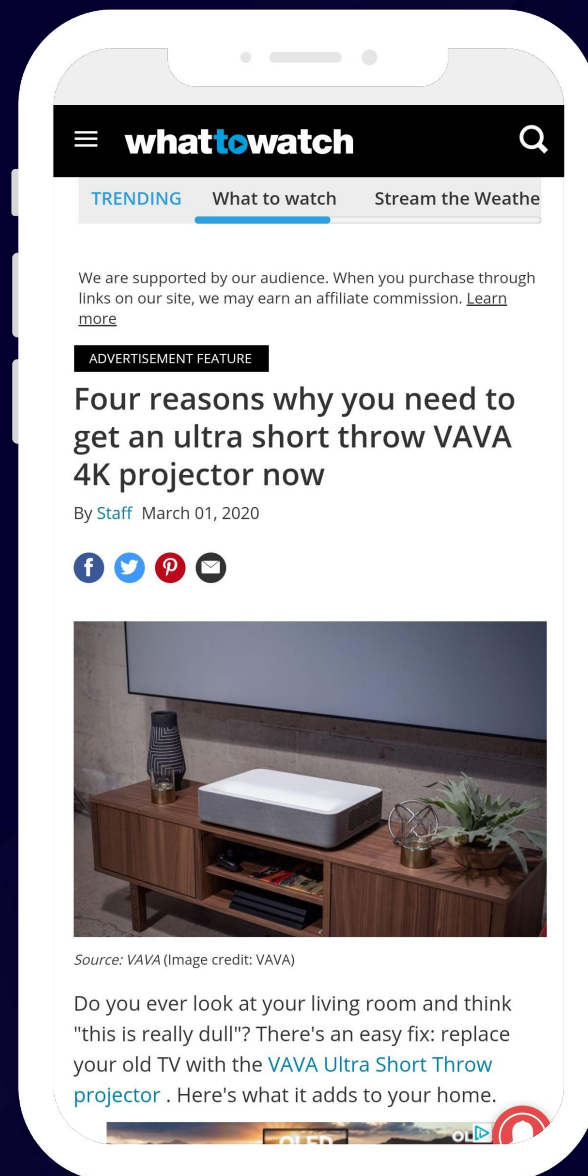


Sponsored Articles (Custom)

Client provides Creative Brief and designated writer creates an article leveraging editorial best practices and insights, organically highlight brand's messaging.

Ernie Ball Example:

Why your choice of bass strings matter – and which Ernie Ball set to choose



Category

Custom Article

Base Components

Companion banners
Sponsored post unit
Facebook ads

Marketing Objective

Education

Metrics

Page views
Unique views
Avg. time spent

Additional Opportunities

Additional custom articles
Supported articles
Custom rich media
Standard media

Use cases

Client requires long-form, focused article to communicate with consumers

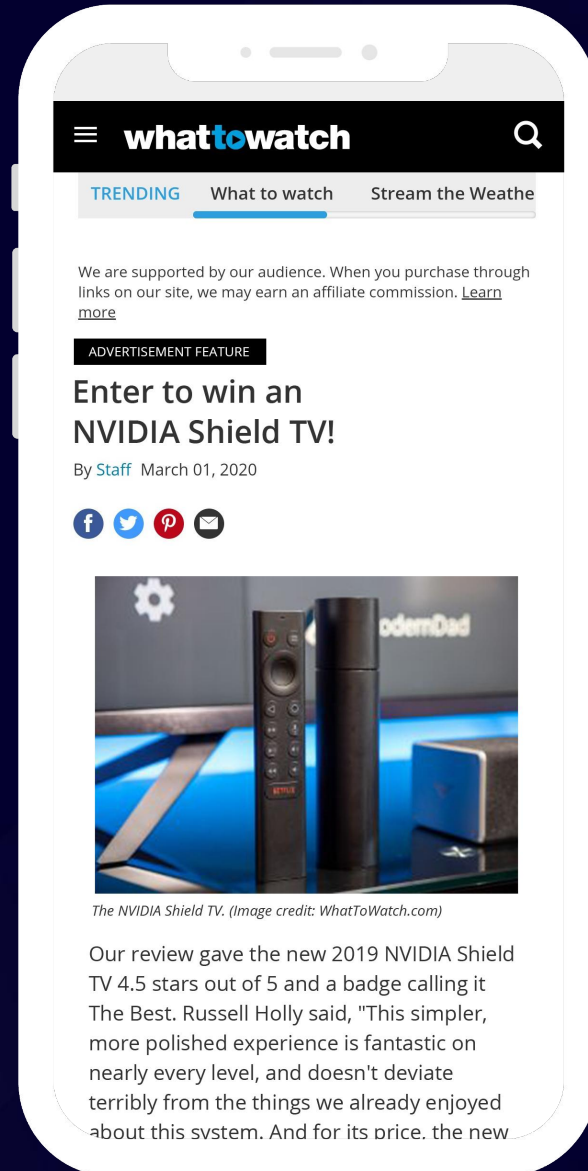


Giveaway + Sponsored Article

Client has an enticing prize and seeks to drive consumer action like social shares, email address collection, etc. Purpose is to grow awareness, build goodwill and drive engagement to brand's channels. Giveaway lives in an article.

GuitarWorld Example:

[Enter to win this massive winter gear giveaway!](#)



Category

Giveaway

Base Components

Facebook ads

Marketing Objective

Engagement

Metrics

Entrants
Pageviews
Unique views
Time spent

Additional Opportunities

Custom article
Co-branded media

Use cases

Client has an enticing prize and seeks to drive consumer action like social shares, email address collection, etc.

Website Advertising

Connect directly with our engaged audiences

Choose run of site or target specific demographics and content topics to drive engagement with our readers. From high-impact to the standard IAB industry standard size formats in prominent positions around editorial content.

- Display Formats:
- Custom Expandable Big Top Unit (Responsive)
- Roadblock (Skin + Billboard **OR** Big Top)
- Video Pre-Roll
- Mobile Interscroller
- Billboard (970x250)
- Half-Page Unit (300x600)
- Mid-Page Unit (300x250)
- Leaderboard (728x90)
- Mobile Banner (320x50)

Key Details

Big Top

Maximize real estate by placing a powerful advertising canvas in front of our readers

Site Skins

Maximize real estate by placing a powerful advertising canvas in front of our readers

Interscroller

Optimized for mobile to deliver full screen ad experience with mixed media

Key Sizes

970x250
300x600
320x30

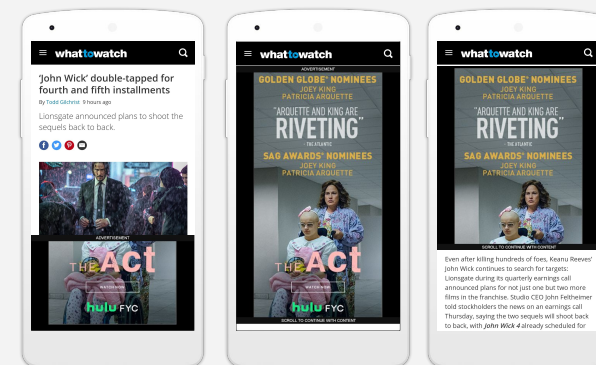
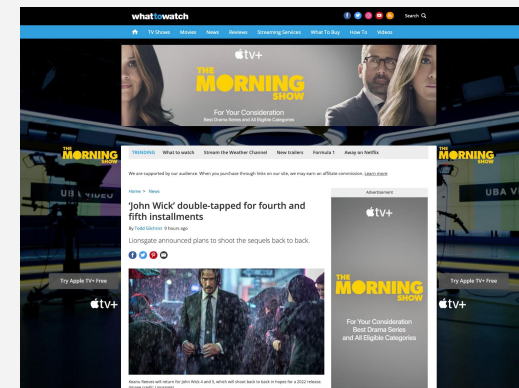
Metrics

Impressions
Clicks
SOV %

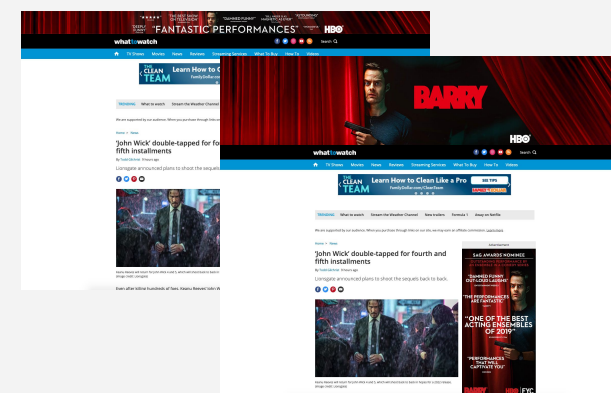
HIGH IMPACT UNITS



Site Takeover Skins



Interscroller



Big Top



Sponsored Article

Control the brand messaging via organic content

We tell your story the way you want it told. You provide the key bullet points and our team of experts will craft a post that's designed to tell that story in an organic way. We provide drafts for feedback, and you have final say on publishing.

- SEO driven headline/performance
- 2x Homepage reposts included
- Organic Twitter and Facebook promotion included

100% editorial control in native format to a targeted audience.

Legend

Category

Supported Article

Base Components

Companion Banners
Social Ads

Marketing Objective

Consideration

Metrics

Page Views
Clicks
Dwell Time

Upsell Opportunities

Display Media
In-Video Advertising
Product Conquesting

Use cases

Client needs middle/low funnel content to help drive purchase intent and consideration.

The screenshot shows a website with a black header and a blue navigation bar. The header has the 'what to watch' logo and social media icons. The navigation bar includes links for Home, Sports, TV Shows, Movies, Live TV, Streaming, What To Buy, How To, and More. A large purple banner at the top promotes Roku, showing a Roku device and remote, with the text 'Save up to \$20 On streaming players' and a 'SHOP NOW' button. Below the banner is a 'TRENDING' section with links to 'Amazon Prime Video June 2020', 'Philips Hue Play', 'Comcast Strikes', and 'HBO Max Free Tri'. The main content area features an article titled 'The ultimate streaming hardware comparison guide' by James Rogerson, dated 'a day ago'. The article includes a sub-header 'The ultimate streaming hardware comparison guide' and a paragraph: 'Fire TV, Roku, Apple TV, Android TV. Each has its merits. Each has its problems. We put the best of the best boxes against each other.' Below the text is a photo of a Roku device and remote. To the right of the article is a vertical purple sidebar with the Roku logo, a photo of the device, and the text 'Save up to \$20 On streaming players' with a 'SHOP NOW' button. At the bottom of the article, there is a caption 'The HTC U20 5G (image credit: HTC)' and a paragraph: 'There is a lot of hardware out there when it comes to streaming live video. So much so, that it's understandable if you're a prospective cord-cutter and you're feeling a little overwhelmed. That's where we come in.' Below this is another paragraph: 'You really can boil the hardware situation down to four major platforms. There's

How To Watch Sponsorship

Drive tune-in through custom sponsored content campaigns

We tell your story the way you want it told. You provide the key bullet points and our team of experts will craft an article that's designed to tell that story in an organic way. Able to track conversion through affiliate partners such as Fandango.

- SEO driven headline/performance
- Promotion on social media
- Amplification of custom content across the Future site network
- Targeted display on contextually relevant pages and guides
- Video and preroll embeddable within article content
- Custom widget developed as CTA within campaign article(s)

Content that converts intent driven audiences for ticket sales

Legend

Category

Supported Article
Video

Base Components

Companion Banners
Video Display
Social Ads

Marketing Objective

Awareness
Consideration
Purchase

Metrics

Impressions
Pageviews
Clicks
Ticket Sales

Use cases

Clients looking to drive tune-in, ticket sales and chase to foster consideration along path to purchase

The screenshot shows the WhatToWatch website interface. At the top is a navigation bar with links for TV Shows, Movies, News, Reviews, Streaming Services, What To Buy, How To, and Videos. Below the navigation bar is a large banner for '007 NO TIME TO DIE' with a 'GET TICKETS' button. The main content area features an article titled 'The new 'No Time To Die' trailer brings old loves, old friends, and new foes' by Phil Nickinson, published 4 hours ago. The article includes a large image of Daniel Craig as James Bond and a smaller image of the movie poster. To the right of the article is a 'WHATTOWATCH NEWSLETTER' sign-up form with a 'SIGN ME UP' button. The footer of the article mentions that 'No Time To Die' is set to hit theaters in November.

Don't Miss The Action!

NO
TIME
TO
DIE

James Bond: No Time To Die

In Theaters
NOVEMBER 2020

GET TICKETS

at [Fandango](#)



Insights & Audience Reach



Industry Highlights

66% of streaming service users know what they want to watch when tuning in

92% of U.S. adults listen to radio each week, highest of any platform

Adults 35-49 spend more time per day on smartphones than any other age group

Adults 18-34 spend over half of their daily media usage with digital media

Asian American adults spend 42 minutes per day on Internet connected devices

Black adults spend over an hour per day using TV-connected devices

Half of all adults stream audio through their smartphones each week

28% of U.S. households own a smart speaker

vMVPDS exist in 5.3% of all TV households as of June 2019

56% of moviegoers in the past 7 days are adults 18-34

U.S. Adults spend
**11 hours
27 mins.**
per day connected to media



Average time making a selection among streaming service users

When looking for something to watch, how many minutes would you estimate you spend browsing before making a selection?



7.4

A18+



9.4

A18-34



8.4

A35-49



4.9

A50-64



5.0

A65+



Media Consumer Segments & Audience

These are the key reader segments of our web platform.

Mobile First Viewers (20%)	Power Streamers (20%)	Highly Subscribed (30%)	Hybrid Adopters (20%)	Linear TV Consumers (10%)
Top services are streaming video, mobile data plans, and home internet. Look to consume content anywhere, anytime on the device of their choice. High percentage have video streaming subscription service (80%). These users are increasingly cutting the cord and moving away from pay TV and broadcast TV. Prolific on social media. Also ardent gamers, participating in eSports. Online reviews and social media best way to reach this group. Willing to share personal info, value transparency for better services.	Love TV, but are using video streaming to move away from linear viewing. Want control over how and when they watch. They prefer the where to be flat-panel TV. Eager to avoid ads, and suspicious of targeted marketing. Install ad blockers and want fewer TV ads. Privacy minded, look to online reviews to make buying choices. Uses streaming services more than other segments.	These users have 5+ complementing services rather than substituting one for another. They adopt the new while keeping the old. Typically they have pay TV and video streaming subscriptions. Willing to pay for premium content on-demand, in-app game purchases, and online news. They love watching sports, want reduced ad durations, have concerns about personal data.	These highly flexible consumers sit right in the middle. They're able to shift between devices and services across old and new platforms to optimize their discovery. Still active on linear TV, this is the group that likes skinny bundles, OTA antenna, and streaming services as alternatives. Slowly becoming more digitally savvy via smartphones. TVs and phones are their preference. They show the least discomfort toward ad durations. Open to sharing personal data. Mobile or OTT advertising is an effective engagement tool.	Traditionalists, place high value on landline phones, newspapers, magazines, and radio. Extremely averse to targeted ads and are concerned about privacy. Segment continues to shrink as consumers become more digitally adept.



Value Proposition

Listings help viewers search, browse and watch through a streaming search engine built into WTW.

Industry leading editorial coverage from experts and enthusiasts helps viewers stay in the know on their favorite shows and movies.

WTW goes deep on the hardware that enables our favorite streaming services, guiding buyers to the best equipment for media & entertainment



As digital watching gets more complex, WTW answers questions across the user journey to, from simple help and how to do big platform questions.

World-class SEO means we become the path of least resistance as consumers are looking for answers.

We bring data together from across the industry, paired with our editorial expertise to compete in a 360 environment to bring more value to our audiences.



whatto**▶**watch

WhatToWatch.com — Binge Smarter

WhatToWatch helps you find the best TV and movies out there. Our expert recommendations enhance your viewing on Netflix, Disney+, Prime Video, and more. We dig deep into the **hardware and services that matter** most so you can binge smarter.

As a **true B2C offering** in the media and entertainment space within the Future portfolio, we finally have a decided home for our media and entertainment clients to conquest to reach key audiences.

We are leveraging the wide breadth of streamers and **enthusiasts across the Future portfolio** to build targeted audiences for advertisers. WhatToWatch is the flagship where they get the most branding and visibility as a launch partner, with the bulk of the delivery being done across the portfolio on sites like **TechRadar**, **TomsGuide**, **GamesRadar** and more!





Media & Entertainment Audience

41.6M

Paid Video Streamers - Amazon Prime Video, Hulu, Netflix,
Sling, YouTube



Media & Entertainment Audience

42M

Media & Entertainment Enthusiasts



Thank you

Want To Learn More?

Get in touch to hear about our sponsorship options!

+1 212 378 0448

usadvertising@futurenet.com