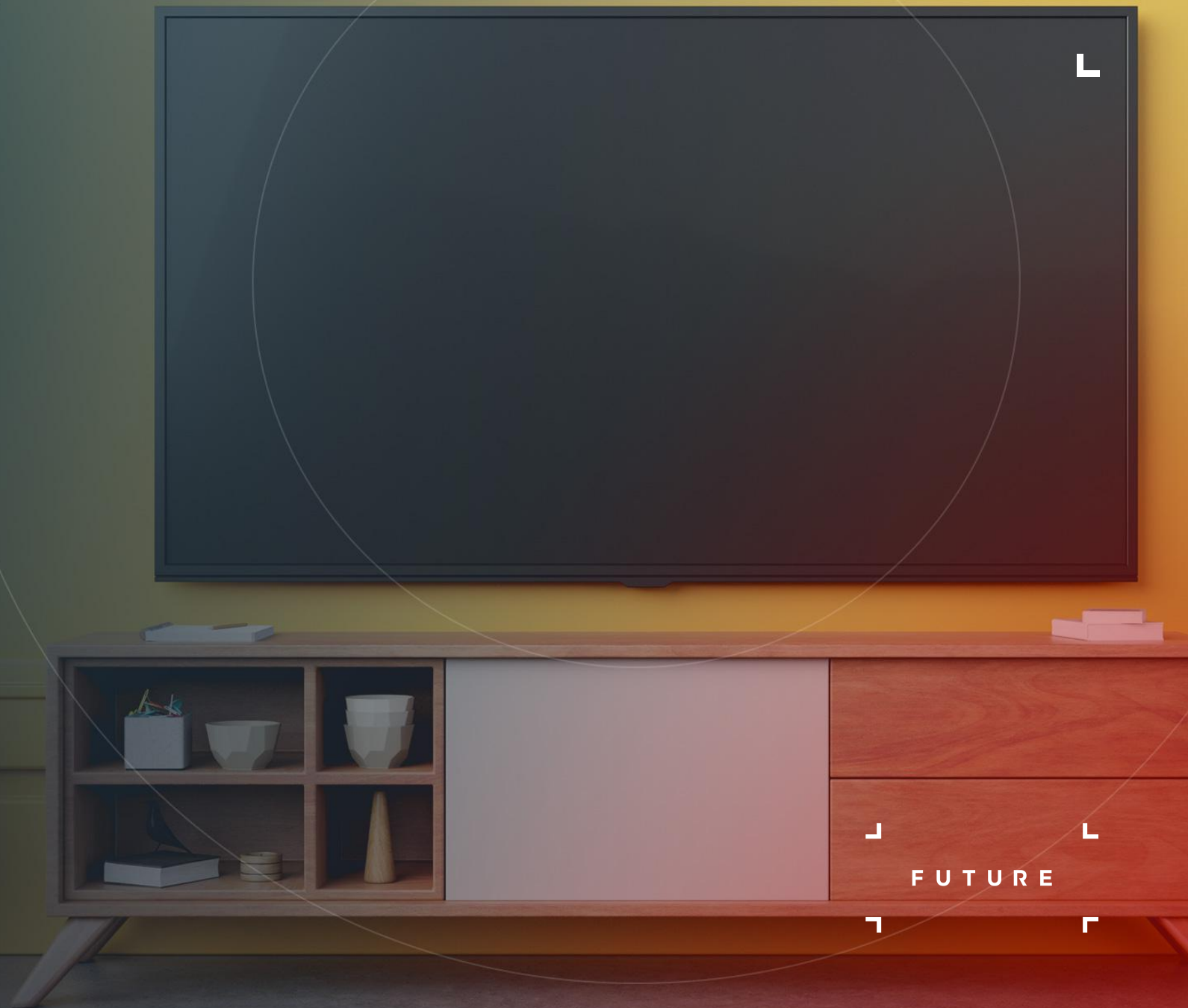# whattowatch

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

Source: Google Analytics December 2020, Comscore Dec 2020, Hawk Data December 2020, Social Reach Data September 2020.

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

Interests

27M	**89M**	**69M**
Value Shoppers	Technology	Movie Lovers
60M	**81M**	**42M**
Music Lovers	Gamers	TV Viewers

Sources: comscore Dec 2020 - Future Site Portfolio

Future
Ad Solutions

Partnership Opportunities

High Impact Media

Video

Premium Programmatic

Custom Solutions

Live Events

Print
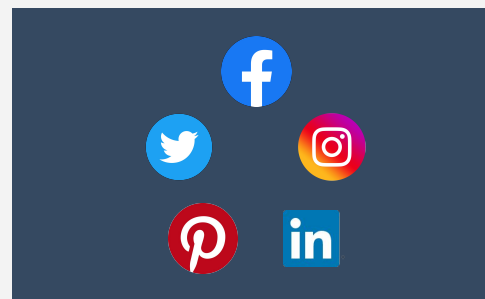
Social Amplification

Newsletters

FUTURE

Homepage Takeover

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.

FUTURE

Pre-Roll

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.

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

FUTURE

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
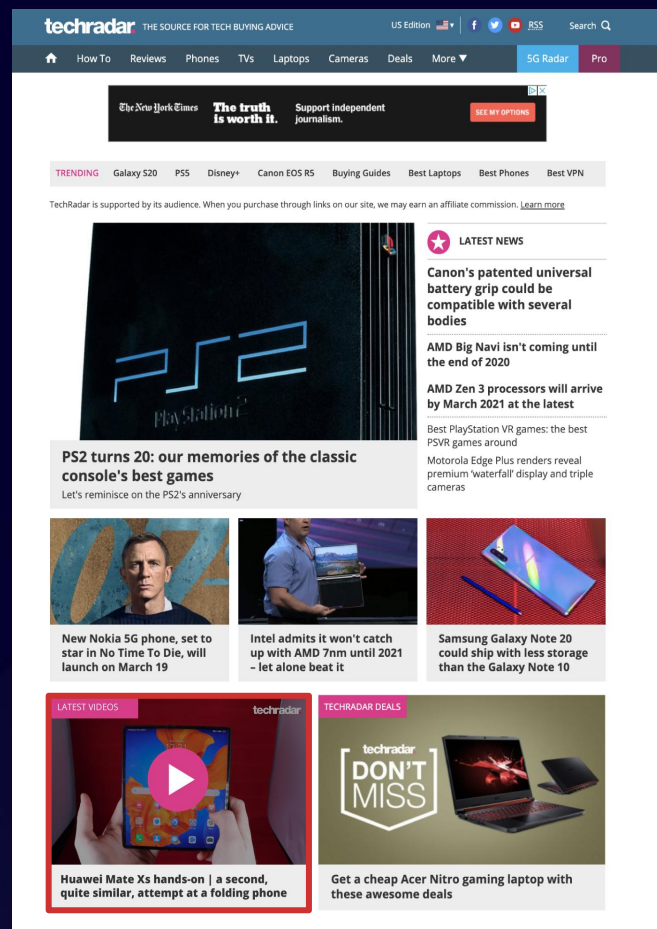
Category
Video Product

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

FUTURE

Skins

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!)
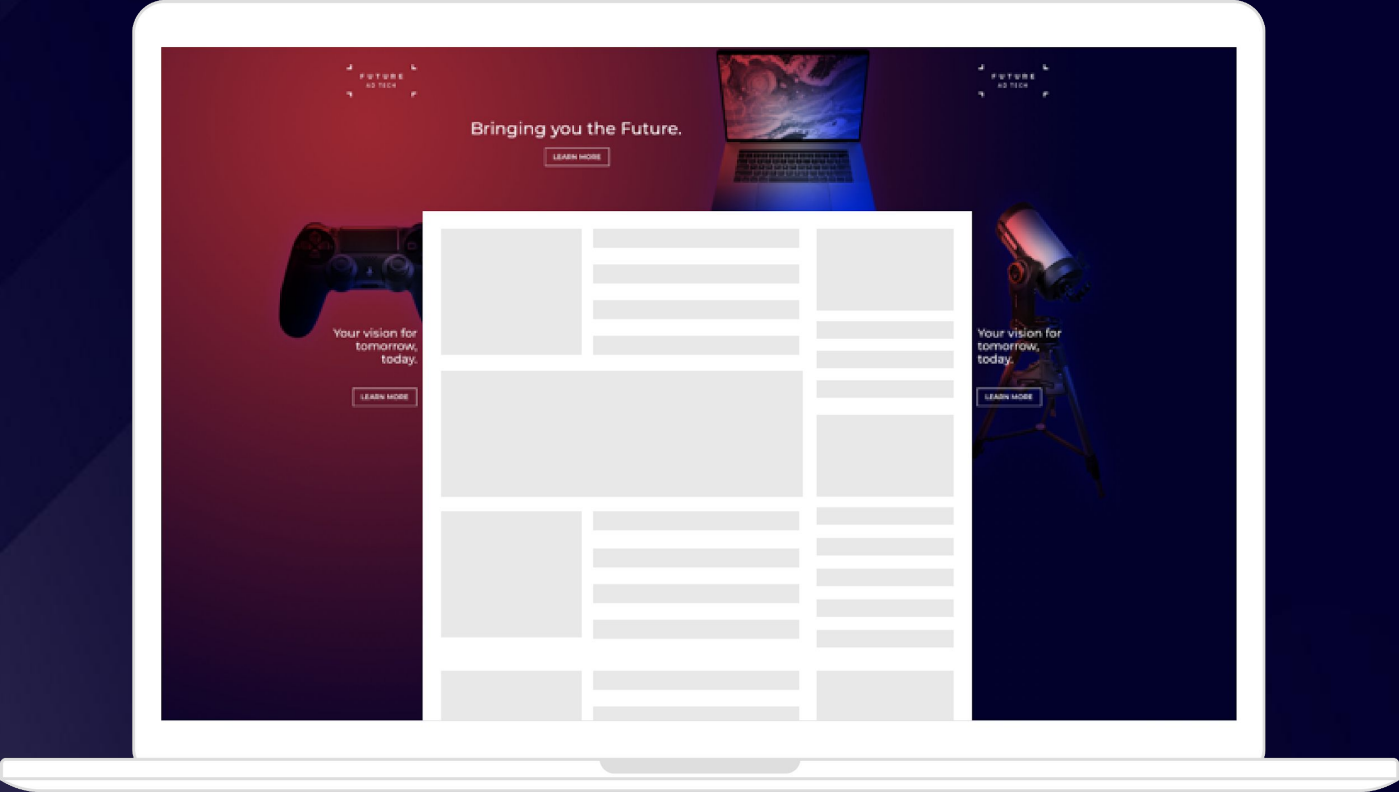
Category
High Impact

Base Components
n/a

Marketing Objective
Awareness

Metrics
Impressions
Clicks

Additional Opportunities
Roadblocks
Rich Media

Use cases
Sales event or
timed-promotion

FUTURE

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.
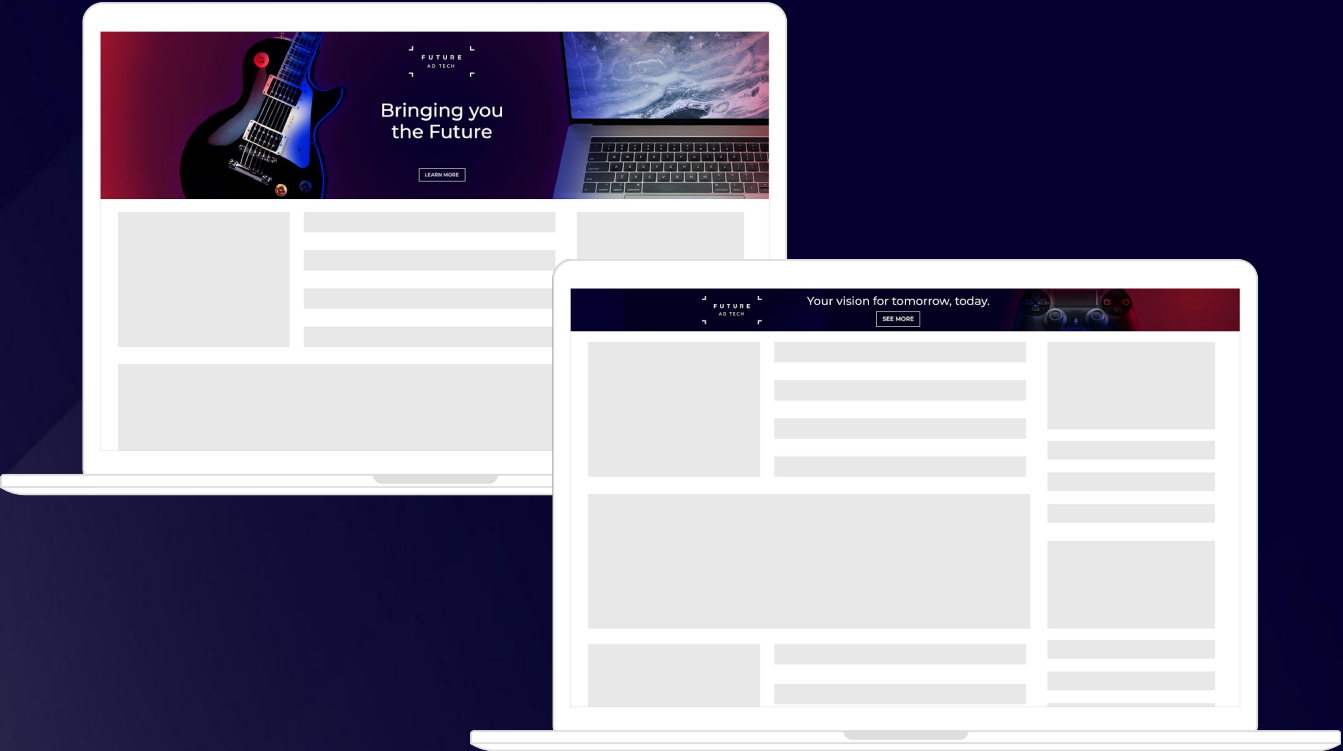
Category
High Impact - Desktop Rich Media

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

FUTURE

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.
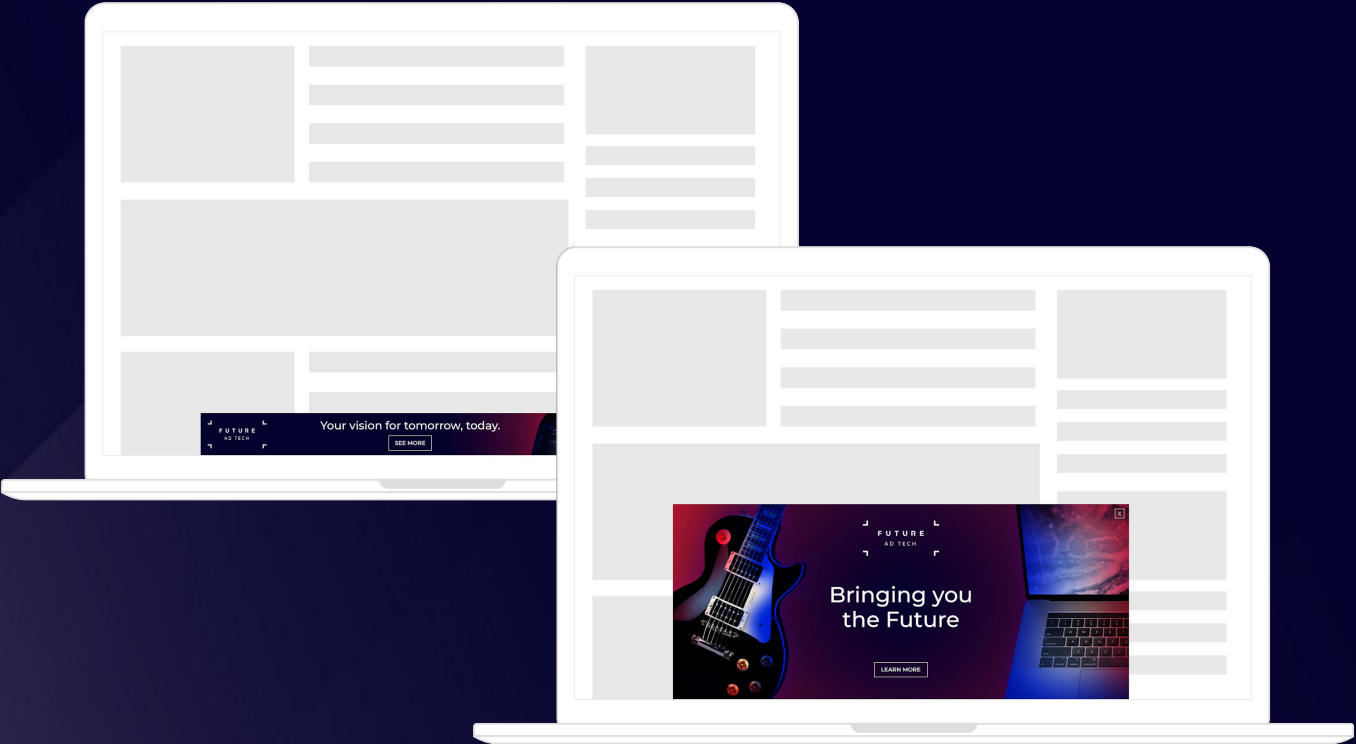
Category
High Impact - Desktop Rich Media

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

FUTURE

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.
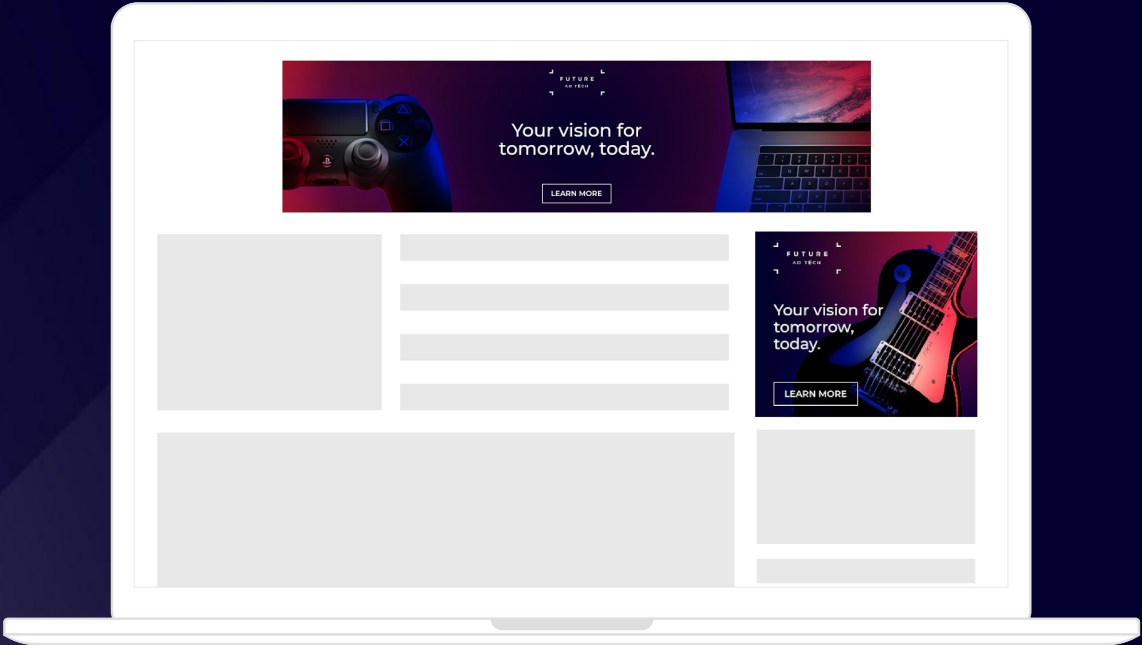
Category
Standard Media

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

FUTURE

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!

Your vision for tomorrow, today.

LEARN MORE

FUTURE
AD TECH
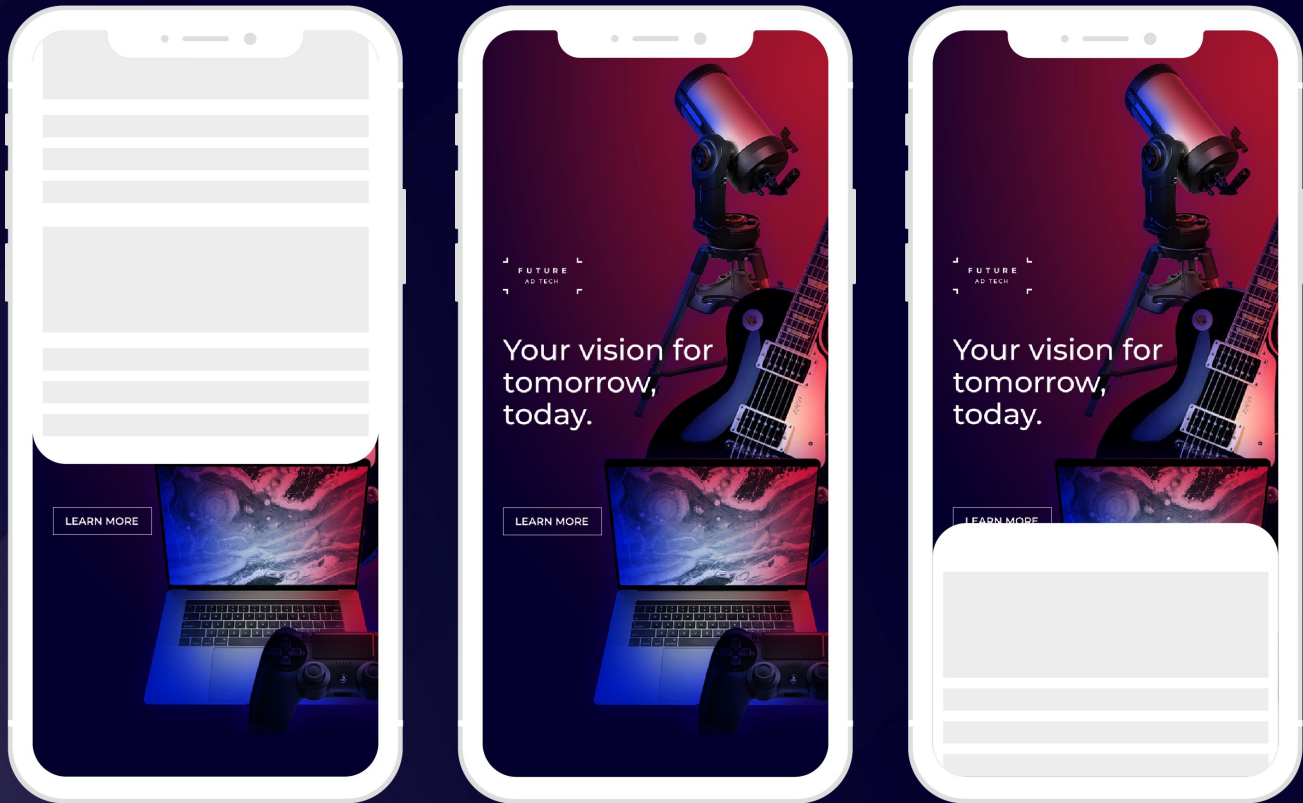
Category
High Impact - Mobile Rich Media

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

FUTURE

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
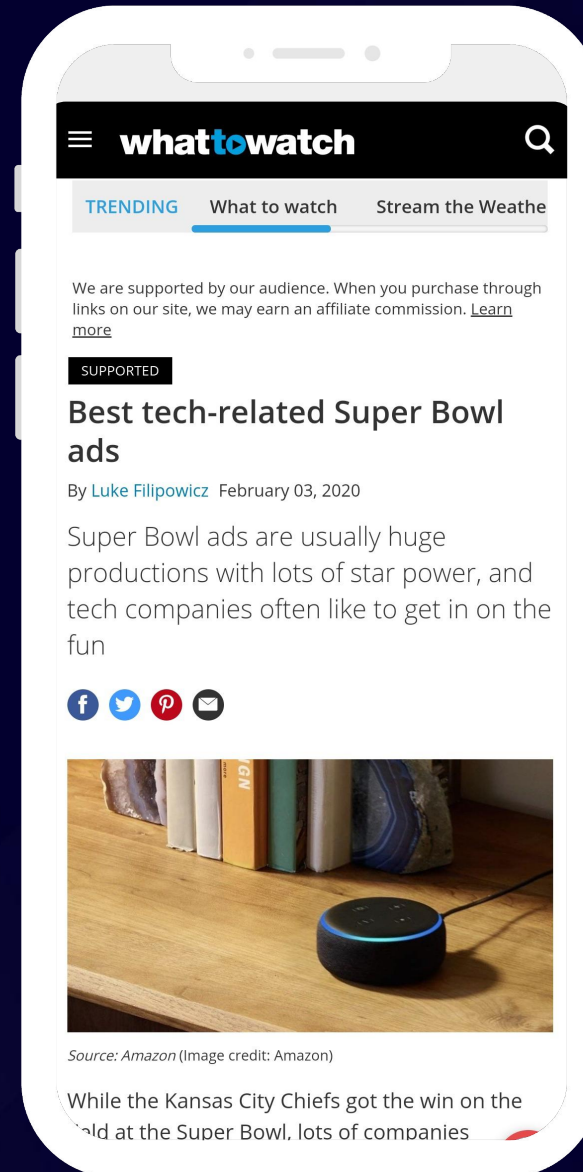
Category
Supported Article

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

FUTURE

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
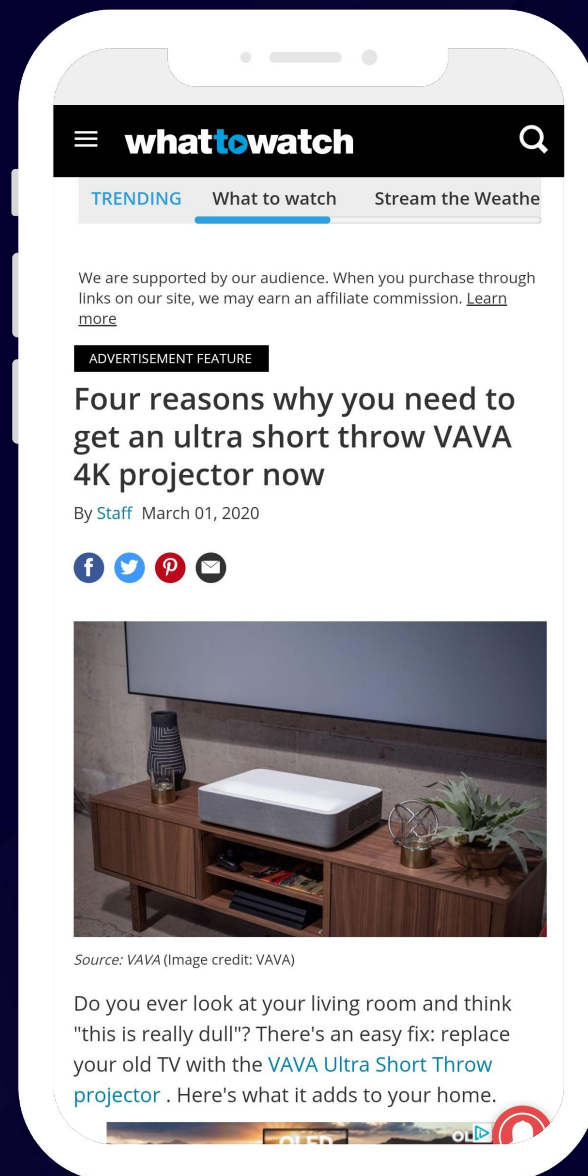
Category
Custom Article

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

FUTURE

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!

whattowatch

TRENDING | What to watch | Stream the Weathe

We are supported by our audience. When you purchase through links on our site, we may earn an affiliate commission. Learn more

ADVERTISEMENT FEATURE

Enter to win an NVIDIA Shield TV!

By Staff March 01, 2020

The NVIDIA Shield TV. (Image credit: WhatToWatch.com)

Our review gave the new 2019 NVIDIA Shield TV 4.5 stars out of 5 and a badge calling it The Best. Russell Holly said, "This simpler, more polished experience is fantastic on nearly every level, and doesn't deviate terribly from the things we already enjoyed about this system. And for its price, the new

Category
Giveaway

Base Components
Facebook ads

Marketing Objective
Engagement

Metrics
Entrants
Pageviews
Unique views
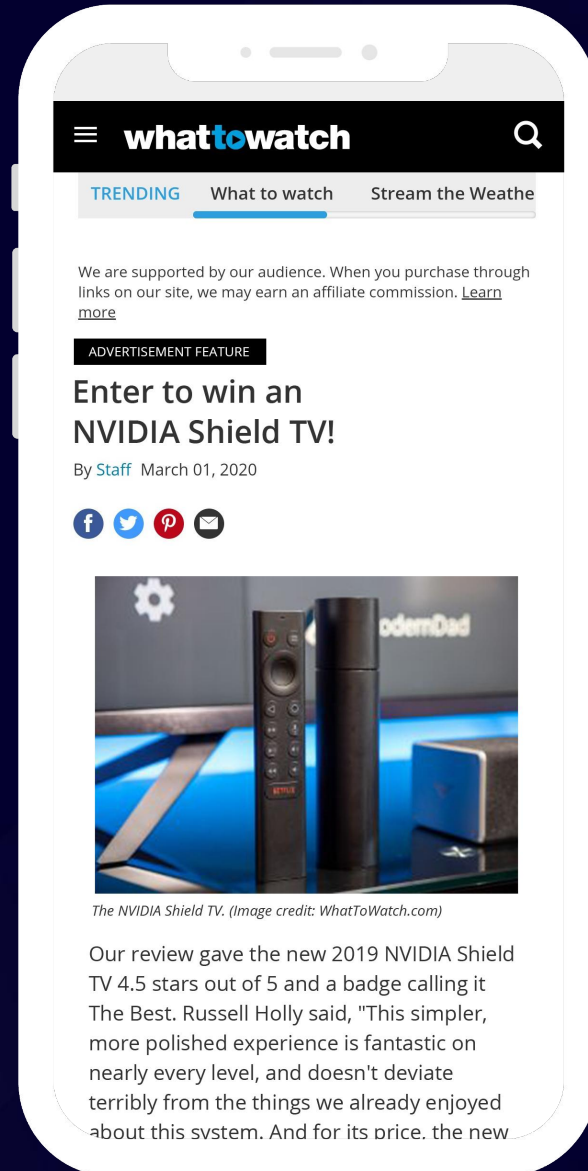Time spent

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.

FUTURE

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
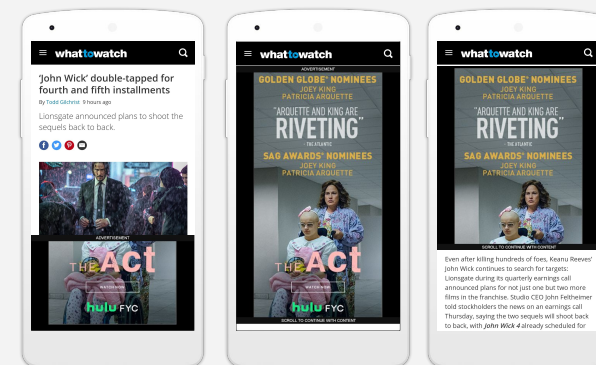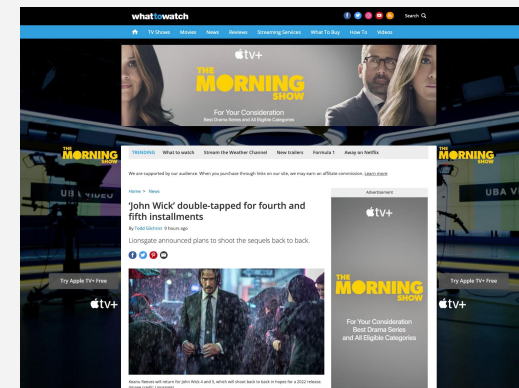970x250
300x600
320x30

Metrics
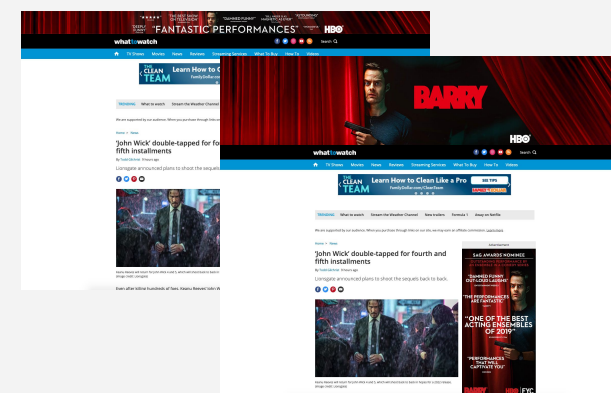Impressions
Clicks
SOV %

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.

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

Insights &
Audience Reach

FUTURE

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

Source; Nielsen Total Audience Report (2020)

FUTURE

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	9.4	8.4	4.9	5.0
A18+	A18-34	A35-49	A50-64	A65+

Source; Nielsen Total Audience Report (2020)

FUTURE

These are the key reader segments of our web platform.

Mobile First Viewers (20%)

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.

Power Streamers (20%)

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.

Highly Subscribed (30%)

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.

Hybrid Adopters (20%)

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.

Linear TV Consumers (10%)

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.

Sources: Deloitte Insights - Digital Media Segments

FUTURE

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

6 WAYS WE STAND APART

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.

Vision & Target Markets

FUTURE

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

Source: Oracle DMP (formerly BlueKai), 90 days prior to 2-16-2021, directly targetable worldwide visitors to Future's portfolio of websites

FUTURE

Media & Entertainment Audience

42M

Media & Entertainment Enthusiasts

Source: Oracle DMP (formerly BlueKai), 90 days prior to 2-16-2021, directly targetable worldwide visitors to Future's portfolio of websites

FUTURE

Thank you

Want To Learn More?
Get in touch to hear about our sponsorship options!

+1 212 378 0448
usadvertising@futurenet.com