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Technology
IS ALWAYS EVOLVING...

...sometimes at a furious pace. Over the past two years, we’ve seen the early promise of connected devices evolving into a drive towards smarter living.

Not only is every area of our home life now intimately linked to technology in some way, but our wider lifestyle aspirations and desires are shifting in line with technological evolution.

50.1bn
Number of connected devices worldwide in 2020 - up from 28.4bn in 2017

£316bn
Projected revenue for smart home devices in 2030 (up from ~£11.8bn in the current market)

33%
Of internet users are very likely to invest in the latest smart home tech; 12% are already using some level of it

The Opportunity
SMART LIVING AND LIFESTYLE ORIENTED

As an iconic brand at the cutting-edge of consumer technology, T3 constantly evolves to reflect the prevailing zeitgeist and echo the desires of our readers.

Our next step is to continue serving expert tech content and introduce lifestyle-facing verticals, fully capturing our readers’ aspirations.

What are your top tech areas of interest?

<table>
<thead>
<tr>
<th>Tech Area</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>SMART PHONES</td>
<td>58%</td>
</tr>
<tr>
<td>TVs</td>
<td>45%</td>
</tr>
<tr>
<td>CONNECTED HOMES</td>
<td>42%</td>
</tr>
<tr>
<td>LAPTOPS</td>
<td>39%</td>
</tr>
<tr>
<td>SMART WATCHES</td>
<td>31%</td>
</tr>
<tr>
<td>HEADPHONES</td>
<td>27%</td>
</tr>
<tr>
<td>CARS</td>
<td>27%</td>
</tr>
<tr>
<td>CAMERAS</td>
<td>24%</td>
</tr>
</tbody>
</table>

59%
Of T3 readers are classic early adopters

70%
More likely than the GB average person to choose premium goods & services over standard ones

1in2
Say style & design are as important as quality when buying products

45%
Own a smartwatch or fitness tracker

45%
Are interested in outdoor sports including windsurfing, hiking or cycling

Source: T3 Reader Survey, Dec '16; GB TGI Clickstream, Q2 2017; Health & Fitness Survey, Dec '17
Building
ON AN ESTABLISHED BRAND

For over 20 years, T3 has been a leading destination for tech and innovation lovers, always aspirational and sophisticated without being elitist.

Future-thinking and proud of its heritage, the new T3 promises to take readers into the new era of a more connected world.

471k
UK Monthly Users (+40% YoY)

1.2m
Global Monthly Users (+19% YoY)

£5m
eCommerce revenue for retail partners in the past year

43,125
Magazine Circulation

Google Analytics, Jul ’17; Hawk eCommerce analytics, Jul ’17; Audit Bureau of Circulation, Jun-Dec 2016.
Serving A Loyal Readership

4:15
Average dwell time on the top 5 buying guides on T3.com

62%
Have been reading the magazine for 2 years+

57%
Have purchased a product featured in the magazine

52%
Have looked for further information on products featured in T3

52%
Have visited a company’s website after reading about a product or service in T3
Welcome To The New T3
The Ultimate
DESTINATION FOR SMARTER LIVING

The place for discerning consumers to find beautiful things, from watches to wearables, fitness to fashion, and audio visuals to cars.
The Monthly Magazine
FOR PEOPLE WHO LIVE SMARTER LIVES

Detailed and entertaining reviews and lifestyle-focused features in an inspiring environment.

Slick design and photography elevate products, enabling you to vicariously appreciate even the most out of reach gadget or experience.
The T3 Awards
THE MOST PRESTIGIOUS TECH EVENT IN THE UK

Every year, selected luminaries and influencers from the world of tech come together to honour the products and people that have transformed the way we interact with our world.
In Summary
WHAT IS CHANGING?

An editorial approach powered by the needs of the modern man. We’re proud of our background in tech, and we’re excited to broaden our horizons beyond, too.

A visual refresh of our website and magazine.

A more premium environment for our advertising and eCommerce partners.
The New T3 is...

INSPIRING
Informing, igniting and feeding desire for men’s products across a range of categories.

EXPERT
In-depth reviews and recommendations by market-leading journalists, ruthlessly selecting the best options available on the market.

PREMIUM
The new T3 delivers an aspirational experience from expertly curated content to beautiful design and relevant advertising.
Led by a Team
OF ESTABLISHED EXPERTS

Paul Douglas
Global Editor-in-Chief

Dan Grabham
Editor, T3.com

Rob Jones
Features Editor, T3.com

Duncan Bell
Lifestyle Editor, T3.com

Spencer Hart
Products & Style Writer, T3.com

Matt Bolton
Magazine Editor, T3 Magazine

Nick Odantzis
Deputy Editor, T3 Magazine
### Content Verticals

<table>
<thead>
<tr>
<th>Watches</th>
<th>Travel</th>
<th>Fitness</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tech, Phones, TVs, Audio</td>
<td>Smart Home</td>
<td>Living</td>
</tr>
<tr>
<td>Outdoors</td>
<td>Auto</td>
<td>Style</td>
</tr>
</tbody>
</table>
Who is the T3 Reader

What unites our readers is an appreciation of smarter living, a desire to own the best products and engage in great experiences.

Direct Loyal Readers

- Early adopters, aspirational in one or more content verticals
- Willing to invest in superior products and experiences

Product Researchers

- In-market for specific products
- Looking for trusted, in-depth reviews and recommendations to inform or validate their purchasing decisions
Enabling
A SEAMLESS ONLINE CUSTOMER JOURNEY

INSPIRE
Attracting aspirational and in-market readers coming directly to T3.com, through social, from the magazine and organic web search.

INFORM
Presenting detailed, entertaining and expertly curated gadget reviews and lifestyle-focused features.

DELIVER
Advanced eCommerce technology, offering readers relevant, best-in-market deals including offers exclusive to T3.com.
Inspiring

PRODUCT DISCOVERY

An inspirational platform for visitors coming directly onto the site, through social media, from the magazine or organic search.

T3.com ranks for 158,000 keywords in the UK.

TOP 3

in organic search results for tech buying guides including:

- best smartphone
- best 4K TV
- best in ear headphones
- best headphones for running
- best running watch
- best running shoes
- best laptops for students
- best action camera
- best dash cam
- best electric bike
- best BBQ

Source: Google Search Analytics, Aug ’17; SEMrush.com, Aug ’17
Informing & CREATING DESIRE

From buying guides and short news to longer-form features showcasing original journalism, the new T3 offers a premium and enjoyable reading experience.
Facilitating

The new website is optimised to leverage Future’s leading proprietary eCommerce platform, Hawk.

Hawk merges our technological and editorial expertise to allow consumers to easily find the most relevant, best-in-market deals.

£5m
Revenue generated for retail partners in the past year

90k
Products sold through T3.com in the past year

21/hour
Products sold during Black Friday month in 2016

Source: Hawk eCommerce Analytics, Jun ‘16 – Jul ’17

The 9 best action cameras you can buy today

So, let’s crack on with our list of the best action cameras you can buy anywhere today!

1. GoPro Hero5 Black

The reigning king, simply the best action camera around

- Video quality: 4K | Screen: 2-inch | Stills: 16MP | GPS: Yes | Waterproof: Yes | Memory Card: MicroSD | Weight: 118g

- 4K video with stabilisation
- Water resistant without housing
- Expensive
- Few included accessories

There is only one name when it comes to action cameras - GoPro. If you’re looking for a powerful, fully comprehensive action cam, then look no further than GoPro’s newest addition, the Hero5 Black. It’s now waterproof to 10-metres without the casing, and it’s equally as durable, which means it will survive in even the harshest of conditions.

Video can be recorded all the way up to 4K at 30fps, and it’ll also take 12MP RAW photos. Battery life varies depending on what settings you’re using, obviously, but GoPro estimates you’ll get one-three hours of use.

- These are the best GoPro accessories you can buy

For the first time, GoPro’s flagship model features a 2-inch touchscreen on the rear which makes changing setting easier, GPS to capture your location, and the action cam now features video stabilisation for smoother shots.

More experienced photographers can also go into the photo settings to alter
Distinctive POSITIONING

PRODUCT-FOCUSED

T3 (TO BE)

LIFESTYLE

• MEN’S HEALTH
• FHM
• ESQUIRE
• GQ

TECHNOLOGY

• EXPERT REVIEWS
• TRUSTED REVIEWS
• T3 (NOW)
• TECHRADAR
• STUFF

LIFEHACKER

• DIGITAL TRENDS
• ENGADGET

INDUSTRY AND CULTURE

• LADBIBLE
• UNILAD

• VICE (MOTHERBOARD)
• WIRED
• GIZMODO
• VERGE
Partnership Opportunities
Online ADVERTISING

Providing a premium, brand-safe environment for you to connect with in-market consumers.

Anchored in proprietary insights and robust audience segmentation, our advertising solutions are optimised to deliver on our partners’ KPIs, from building awareness and affinity to driving direct response.

Multi-screen Video-enabled Programmatic buying Interactive formats
Targeting

THE RIGHT CONSUMERS

Our advertising campaigns are guided by a focus on efficiency and actionable measurement.

Leveraging a proprietary combination of behavioural, demographic and eCommerce data, we will enable you to target your ideal customers and maximise ROI.
We are trusted by readers to deliver the content they love and by brands to craft marketing programs that help them build advocacy.

From online video and articles to social media posts, every piece of T3 sponsored content is produced to the highest level of quality and expertise.
The sponsored page on T3.com delivers a rich user experience through various multi-media elements such as video, user polls and social feeds.
Magazine Advertising
AND SPONSORED CONTENT

The magazine refresh presents premium positions for our partners to align with trusted editorial and beautiful imagery.

New or redesigned sections include:

• T3 Horizon: front section featuring the 10 hottest products each month, with dedicated pages on motoring, style, watches, fitness, travel and living

• T3 Home section: expanding to 12 pages in the heart of the magazine

• A new buyer’s guide making it easier than ever for readers to identify the best products and buy at the best price

No strings attached
Don’t let cables come between you and your favourite music. Liberate yourself with these Bluetooth wireless headphones and their sound-boomning aptX tech

Words: Danny Phillips

SONY MDR-1000X
£360, sony.co.uk

Bluetooh wireless headphones with Pure Digital Drive, Bluetooth aptX playback, or 30 hours of playback. Build quality lives up to the price tag, with robust construction and head-caressing memory foam earpads.

B&O PLAY H7
£329, beoplay.com

Lighter and more compact than most noise-cancelling rivals, the H7s are perfect for travelling. They fold flat into a space-friendly case and offer 15 hours of playback with Active Noise Cancelling on. The stitch logo and metal accents make the look stylish and have HARMAN’s loud and detailed sound. Super sensitive control panel makes operation intuitive, and the inclusion of an aluminium touch-pad means there is no need to use devices altogether, but the lack of a 3.5mm jack; you’ll get a decent 17 hours of Bluetooth connectivity for CD quality music.

BOWERS & WILKINS P7 WIRELESS
£319, bowers-wilkins.co.uk

Unearth the P7s from the box and it’s love at first sight thanks to their gorgeous design and premium materials. The stitched leather headband and durable metal hinges exude quality, while silky-soft memory foam earpads facilitate hours of comfortable listening. Good job too, as the 30-hour playback time beats pricier rivals, although there’s no power draining noise cancellation.

MARSHALL MONITOR BLUETOOTH
£219, marshallheadphones.com

Compact over-ear pads offer decent isolation, but they squeeze the head too and aren’t the most comfortable. Drummers and guitarists will love the Marshall Monitor Bluetooth, which is with incnic elements. The iconic guitar amps with a faux-leather finish, brass accents and curly wires. These Bluetooth aptX headphones exactly match the look of Marshall’s brands, guitar amps and earphones.

AUDIO-TECHNICA ATH-DSR7BT
£299, eu.audio-technica.com

Audio-T echnica aims to redefine wireless headphones with Pure Digital Drive, Bluetooth 4.2 with aptX HD and 15 hours of playback. Build quality lives up to the price tag, with robust construction.
Vertical SPONSORSHIP

An opportunity to surround one of our content verticals across the website, magazine and email newsletter.

Sponsorship includes:
- Sponsored content online and in the magazine
- 100% display advertising share-of-voice on the website for chosen vertical
- Social media amplification

Branded video solutions available on request.
Our global reader panel is a valuable resource which key partners tap into for insights from a highly engaged audience of tech appreciators.

Insights delivered include:
- Brand perception
- Product ownership
- Purchasing behaviour

For more information on how you can utilise the illuminate Panel, please contact your Future representative.
October 2017 - March 2018

October 2017
• Car Tech Week
• Google Pixel 2 Launch
• Christmas Gift Guides

November 2017
• Black Friday
• Cyber Monday
• Xbox One X

December 2017
• Pre-Christmas Day Sales
• Boxing Day Sales
• Star Wars: The Last Jedi

January 2018
• January Sales
• CES
• Fitness Special
• Detroit Motor Show
• Nintendo Switch

February 2018
• London Fashion Week
• Mobile World Congress
• PC Gamer Weekender
• Galaxy S Launch

March 2018
• Baselworld
• Geneva Motor Show
• Mother’s Day
• Apple Event - TBC
• Wearables Tech Show
• T3 Home Push

Editorial calendar subject to change.
T3 Magazine
EDITORIAL HIGHLIGHTS

October 2017 - March 2018

- October
  Redesigned magazine issue 1, bagged with a Smart Home supplement

- November
  Christmas Gift Guide, bagged with a supplement

- December
  Premium issue in a wallet with two gifts

- January
  100 best gadgets of all time

- February
  Upgrade your tech

- March
  Annual Hot 100 event issue

Editorial calendar subject to change.
For more information and to discuss T3 partnership opportunities, please contact your Future representative.