Our Purpose

“We change people’s lives through sharing our knowledge and expertise with others, making it easy and fun for them to do what they want.”
Our bookazines are global market leaders in their sectors. Supported by teams of experts across each of the key publishing disciplines, from Editorial and Design to Circulation, Subscriptions and Marketing, we have developed the insight and expertise to ensure success.

We publish over 600 bookazines annually, across an extensive range of specialist subjects, including: Gaming, Photography & Design, Mindfulness, Technology, Music, Homes & Gardens, Lifestyle, Women’s Interest, History, Science, Crafts, Fanbooks, Diet & Fitness and Sports.

The Future Bookazine Advantage includes:

- High quality & varied portfolio
- High average cover price at £10+
- Quick turnaround on the latest topics
- Perfect way to test new markets
- We use Market Insight to recognise and identify upcoming/rising trends, enabling us to produce market first content

By partnering with Future, we can provide you with the right tools to ensure our titles are successful in your territory.
Future Bookazine Content

High-quality brands that connect with global audiences

Dedicated bookazine editorial teams that are part of the communities that we serve

Internationally relevant topics and trends

Content which is easily translatable

Control of content and usage rights

Reviews
Educate readers on the products & services available in the marketplace to help them with their interest or hobby

How-to...
Engage readers with practical tips, advice and techniques to help them improve their skills

Design
Relevant, transferable content and concepts to create a specialist title for your audience in your market
FUTURE’S BOOKAZINE MODEL

1. Rigorous Modelling Process

Each bookazine that Future publishes goes through a rigorous process of modelling in which the Circulation team assess production cost and potential revenue by analysing previous similar titles and competing titles.

2. Volume

Future operates a volume model for our bookazine publications.

The more products we have on the newsstand the higher the likelihood that the impulse buyer will select one of our titles to purchase.

3. Ability to test new topics

Future has a wealth of content in a variety of verticals which can be repurposed for use in a bookazine.

We also publish bookazines in new topic areas in which we don’t already have content. Costs will therefore be higher but publishing in these new topic areas alongside our other bookazines allows us to test new markets. If they are successful we can publish new editions at lower costs.

4. Content Reuse

We publish 700+ bookazines each year and around ¾ of these are new editions of bookazines previously published (i.e. lower publication cost as new content is not required).

Licensees on an All Access Agreement are able to fully emulate this model as there would be no additional fees attached to printing new editions/reprints.

All licensees can benefit by following our model of repeat publications as there would be no translation & design costs attached if they were publish the same product multiple times.
Due to the bespoke nature of bookazine titles varying each month, some retailers aren’t set up to stock ad-hoc bookazine titles— they prefer to know exactly what product they’re getting and when:

● To allow us to secure regular space on the shelves of these retailers we have created Bookazine “Series” (currently we have 15) which allows retailers to treat the bookazines like a magazine product.
● Our bookazine series’ means that the retailer knows they are getting an issue of Let’s Make/ Fit&Well/ Curious Minds every 4 weeks. While the retailer knows that the subject will always be consistent (e.g. Let’s Make will always be craft) - which allows the titles to always be in the best place on the shelves - we get to dictate the actual product that goes into the series.
● This allows us to get a much wider distribution across more retailers!
Why do Bookazines work so well for Future?

We target the impulse buyer - a bookazine reader is different to a magazine reader and will enter a store with an open mind to browse for something to read.

Future invests in a regular schedule of bookazines which provides us with multiple opportunities to sell. More titles offered means there is a higher chance a reader picks one of our titles.

Through research based on many years of experience, we pick topics we are confident will make a profit.

We publish regular new editions of bestselling titles so we can reach more readers and attract market newcomers.

We create solutions for our retailers. UK grocery retailers prefer to treat bookazines like magazines - 1 month sales period, single price, single barcode, single slot on shelf. Therefore, we select the best titles and market them as a single brand.

We get more revenue from a single product as the right price for a bookazine is 2-3 x the price of a magazine. Bookazines are bigger & better than magazines.
### CONTRACT FLEXIBILITY

We are committed to providing flexible contracts, depending on your needs.

**One Bookazine:** Partners can choose to license just one bookazine - the perfect way to test the market with a new subject and no ongoing commitment!

**Series/Package Deal:** Partners can license multiple titles under one agreement, which will allow them access to discounted fees. We can help partners build a series using our titles.

**All Access:** Partners can have the option to license as many bookazines as they wish for a discounted monthly fee - the most efficient way to replicate Future’s bookazine volume model & get the best value out of our content.

Future will support regular licensing partners by helping them to **expand their activities** and **drive revenue** using our expertise.
Bookazine Examples
Our Brands
2021 sees the launch of **futurecontenthub.com**. This is the go-to place for exceptional editorial copy, stunning images and awe-inspiring videos from Future brands.

Our library currently has over 340,000 assets available, with new assets being added daily. Our team can also carry out additional picture searches free of charge.

Our award-winning editorial teams, writers, and photographers create content that is available for syndication in print or digital format. Whether it’s one image or full articles, we can create content solutions across any platform, through producing innovative packages at competitive prices.

The futurecontenthub.com offers various purchasing options and a one-to-one service with experienced sales advisors and content coordinators. Our available content includes:

- Full features
- Text articles
- Stock images
- Subscription deals
- Video and digital content (*coming soon)
- Full content package solutions across all content areas
- Supplement/one shot advice and creation