

Media giant Future plc on track despite UK advertising woes, boosts US digital revenue

Publisher Future plc has reported that it is trading according to market expectations for the first four months of its financial year, despite challenges in the UK advertising sector.

The media group, known for its various specialist titles in tech, gaming and lifestyle, communicated to the markets this morning that its consumer business has continued the positive momentum from 2024, showing sustained audience engagement and an increase in digital advertising revenue, as reported by [City AM](#).

However, the UK's advertising scene remains frail, mirroring broader market difficulties that have influenced the sector, leading to redundancies and the shutdown of certain publications.

Future, which manages titles such as Marie Claire and Country Life, highlighted these advertisement trials alongside growth in US digital advertising and e-commerce as influencing factors.

Chief Executive Jon Steinberg commented: "We are pleased with the start to the new financial year. While we remain mindful of the macroeconomic backdrop, we are confident about delivering a performance in line with market expectations".

The company stays on course to meet market expectations, even after recording an adjusted operating profit of £217.8 million for the full year.

The group's price comparison service, Go.compare, experienced a deceleration following a robust 2024, seeing a drop in consumers switching car insurance providers.

On a more positive note, the firm broadened into home insurance, which has exhibited growth as well.

This trading statement comes on the heels of the recent revelation that Kevin Li Ying will assume the role of Chief Executive Officer in March 2025.

With two decades of experience at the firm, he has been instrumental in evolving the company from its traditional print roots to a modern digital presence.

Chair Richard Huntingford lauded him as a "strong visionary leader with unmatched knowledge of the group".

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