

# Times Media acquires the Future Group

The Future Group, which publishes a range of successful titles across the automotive, media, business travel, professional services and environment sectors and owns and manages a number of high-profile events including the MTN Radio Awards, the Future of Media Conference, the Peoples' Wheels Programme, AdForum and the RedZone Roundtables, has been acquired by Times Media Group (TMG).



## Adding strength to the market

The eventing arm of the business will allow TMG to develop more product extensions for its titles, which currently include Sunday Times, The Times, Sowetan, Business Day, Financial Mail, Sunday World, as well as RiseFM, Vuma FM, IgnitionLive, and Business Day TV.

Mike Robertson, MD Times Media, says, "The acquisition adds strengths to our market leading products and will enable us to pursue new revenue sources. The aim with our publications is to provide knowledge that enriches readers' lives. Future Group has a proven track record in creating events that do exactly the same thing."

Its assets will be integrated with those of TMG to develop market leadership positions for publications and events that cater to the media, advertising and auto spheres. This will also strengthen the range and quality of offerings available to subscribers of TMG products.

## Benefits for clients

Richard Lendrum, Future Group founder and MD will continue in his current position. "The group's existing clients will extract great benefit from the sale, which we think is the most exciting media brand in the country right now."

Jeremy Maggs, the media and marketing journalist, will remain closely engaged with the business as an executive consultant and senior member of the Future Group management committee.



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