

The image shows seven vertical rolls of fabric, each with a different vibrant and detailed pattern. From left to right: 1. A teal background with light blue and white floral motifs. 2. A dark blue background with large, bright green and yellow flowers. 3. A dark blue background featuring two stylized birds with white and blue feathers, surrounded by red berries and green leaves. 4. A dark blue background with a dense arrangement of small, colorful flowers in red, white, and light blue. 5. A dark blue background with a complex, multi-colored paisley or floral pattern in shades of green, yellow, and white. 6. A dark blue background with a repeating pattern of a stylized bird and clusters of red berries. 7. A light blue background with large, bold blue and purple flowers. The text 'Crafting commerce from content' is overlaid on a white rectangular box in the lower-left quadrant of the image.

Crafting commerce  
from content

# Hello!

**Francois-Regis Coumau**

Group Managing Director, Immediate Media Co

# IMMEDIATE MEDIA<sup>CO</sup>

*the special interest  
content & platform company*

# The power of special interest



Television  
addicts  
10m



Brides  
1.7m



Crafters  
3.5m



Gardeners  
1.5m



Cyclists  
6m



Kids  
1.3m



Historians  
1m

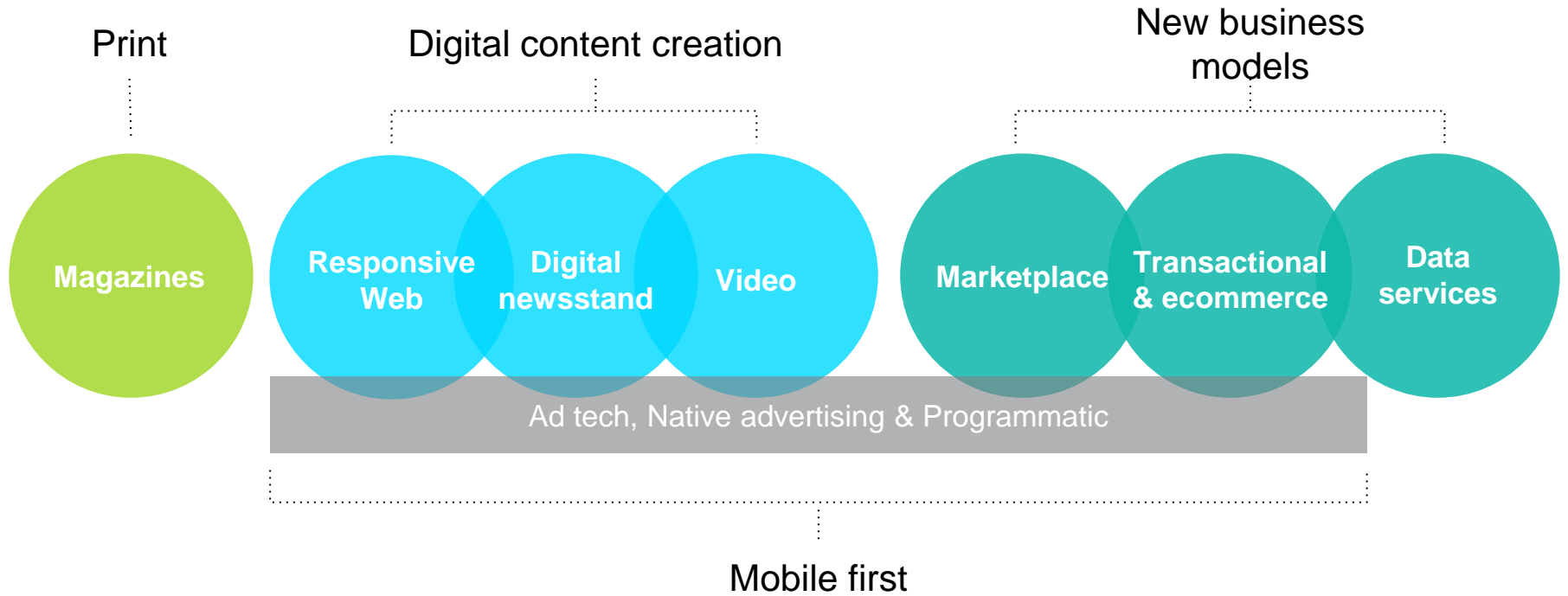


Mums  
2.2m



Foodies  
11m

# Our platform strategy





*Simply*  
**Knitting\***

**Quick**  
**Cards**  
*made easy*

*Mollie*  
LIVING A CREATIVE LIFE  
**MAKES**

**CrossStitch**  
**crazy**

TODAY'S  
**QUILTER**  
Create beautiful quilts for your home

*Simply*  
**Crochet**

We reach over  
**3.5 million** crafters  
each month

We're the UK's  
market **leader** in  
magazine media

>1,000 years of  
combined craft  
**experience** in the team

# The UK Craft Economy



**£50m**  
spend in media

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**>£5bn**  
transactional  
spend

# Buy and Build

**Jewellery Maker**

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Jan 2016

*Sewing*  
**QUARTER**



Jan 2017



# Making synergies work



Sourcing



Talent



Content



Customers



*Thank you*

*Questions?*