

Case Study - Future Publishing



Future Publishing is an international special-interest media group, selling 4 million magazines each month in 90 countries around the world.

When we met some of the team at Internet World 2009, they were looking for a translation supplier to help them service their Italian bicycle manufacturer client Colnago. The project involves localisation of website content into 7 languages, and translations of a monthly magazine and several weekly newsletters into Italian, Spanish, Japanese, and Chinese.

“Price & speed of service are key factors in our choice of translation provider. Web-Translations was recommended to us, and the team has been brilliant at handling our requests, which are often urgent and needed at short-notice. I’d definitely recommend Web-Translations to other companies who need this level of service.”

Katherine Raderecht, Future Plc

The Challenge

- Coordination of multiple elements of the project running concurrently
- Finding translators specialised in this niche subject

The Solution

- Experienced Projects team to oversee the 3 separate strands of the project
- A database of skilled translators to match any project requirements

The Results

- Raised awareness of the Colnago brand in these target markets
- Sales have picked up in all countries
- Plans to expand into other languages

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