

The Readly Trends Report 2022

About the **The Readly Trends Report** 2022

The Readly Report shows consumer trends, habits and insights as they relate to the digitisation of magazines. With 1 million new data points being generated every hour, currently amounting to over 50 billion data points, our unique data provides us with insight into what, where and when our subscribers read in different markets.

About Readly

Readly is the European category leader in digital subscriptions providing unlimited access to 7,500 magazines and newspapers*.

Founded in Sweden in 2012, Readly is today the European category leader within digital subscriptions, with users in 50 markets. In September 2020 the company was listed on the Nasdaq Stockholm stock exchange.

In collaboration with over 1,200 publishers worldwide, Readly is digitizing the magazine industry to bring inspiration and insight into people's daily lives and unlock meaningful moments of relaxation.

*The ePresse portfolio is included in this number, but currently not included in the data of which this report is based on.



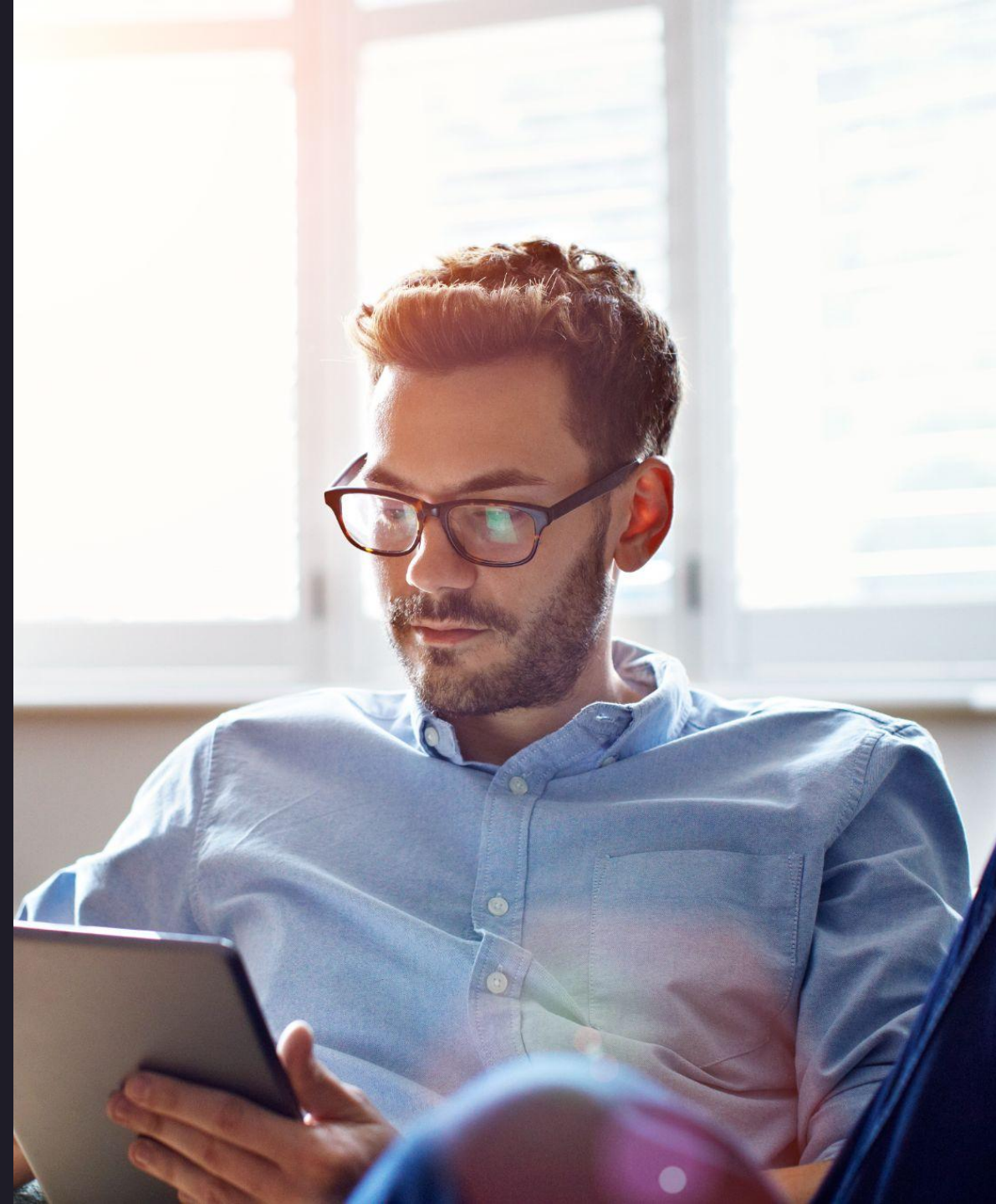
Executive **Summary**

2022 can be summarised in three overarching themes: the post-pandemic consumer habits, how inflation influences our entertainment preferences and Russia's invasion of Ukraine.

For the first time, the Readly Trends Report includes user data of newspapers. We have compared the reading behaviour between newspapers and magazines and identified interesting differences between the two. The most popular time to read magazines is on Thursdays at 6pm, while for newspapers it is 7am on Sundays.

Our country snapshots this year include the split between devices and gender, where tablet reading is still in the lead, and newspapers are predominantly read by men.

All of this and much more in the 2022 Trend Report.



2022 Post-pandemic reading trends

1. Let's travel and get married

When looking at Readly's 10 most popular categories based on the highest total readership, the Travel & Regional category has significantly gained in popularity. Its share of the total readership has increased by 12% globally, and this trend is especially strong in the DACH region (DE +26%, CH +37%, AT +43%).

While international travel is recovering, it's evident that domestic travel is here to stay. The issues attracting most readers during the year were German title, *Merian* "Rediscover Germany" and the UK's *Coast*, "25 Best British Beach Breaks".

Covid-delayed weddings are also back. Based on average reading minutes per account, the wedding category has increased by 6% globally, 12% in the UK and as much as 14% in Sweden. The winning issue? German *Hochzeitsplaner* (Wedding planner) XXL Schedule with practical checklist.



2022 Surging inflation rates influence consumers

2. Sitting in, watching TV and doing needlework

Readers have been turning to needlework to tackle the cost of living crisis, with a 10% increase of average reading per account globally in the Craft & DIY category. Terms such as 'cross stitch', 'crochet', 'weaving' and 'embroidery' appeared in the top hobbies searches on the app. In Germany, reading minutes increased by as much as 28%. Among the top read are the January issues of *Stickat & Sânt* (SE) and *The Knitter* (UK).

Another form of low-cost entertainment is sitting in, watching TV. The category TV, Film & Cinema has close to 30 minute average reading per issue, which represents a 12% increase during 2022 compared to 2021. Top read issues include the February issue of the German title *Streaming by TV DIGITAL*, which featured *Stranger Things* on the cover. Season 4 became the most watched English-language show on Netflix when it was released in May.



2022 War and uncertainty increased news consumption

3. Spiking readership of dailies and politics magazines

Russia's invasion of Ukraine began in February 2022 and has since dominated news reporting across the world. It has also been a turbulent political year in many countries. Two Prime Ministers left office in the UK, and general elections have been held in Sweden, France and Italy to name just a few. Many new governments have been forced to deal with an energy crisis, inflation and recession.

As a consequence, to stay informed and up-to-date, subscribers have increased their reading of daily news and politics. The monthly average number of newspaper readers who use Readly on a daily basis has increased by 23% this year compared to 2021. And average reading time in the magazine category News & Politics increased by 8% globally and a whopping 18% in the UK.

One of the top three most read daily newspapers had Elon Musk at the cover. Germany's *Welt am Sonntag kompakt* highlighted this quote, *"I think it's going to hit the West,"* in reference to Ukraine and politics.



Reading Snapshot 2022

Magazines 7,500
Newspapers 247
available titles

We have welcomed 22 new newspaper titles during 2022 and now have a total of 223 newspapers, including national and regional dailies from 8 countries¹, mainly the UK, Germany and Sweden.

Magazines 240,000
Newspapers 46,000
available issues

The catalogue of back issues naturally grows as publishers upload more and more content onto Readly's platform. During 2022, Readly made it easier for readers to discover relevant back issues by making the publication page more accessible in the app.

Magazines 112M
Newspapers 34M
issues read

Readly is investing in single article reading to provide readers "on the go" with trending news, interviews and featured stories that are just one click away. Single article reading, which is not included in the total number of issues read, increased by 16 percent in 2022 compared with 2021.

¹ DE, SE, UK, FR, AT, CH, IE, IN.

Reading Snapshot 2022

Magazines 22%
Newspapers 11%
of all read titles are foreign

The share of foreign readership varies between markets and is highest in small countries that share their official language with larger countries with a wider content portfolio. Examples are Austria, Ireland, Switzerland and New Zealand.

Magazines 48/52
Newspapers 33/67
gender split between women/men

Newspapers are more widely read by men, which corresponds with many other demographic statistics on how people use the media. Among our core markets, this is most visible in Germany, where the gender split is 75% men reading newspapers versus 25% women.

Magazines Thu 6pm
Newspapers Sun 7am
most popular time to read¹

Naturally, the most popular time to read newspapers is during early mornings, hot off the press, preferably on Sundays when there is time to also read the weekend supplements. Magazines are long-form reading and popular tools to unwind after a long working week.

¹ regardless of time zone

Country Snapshots

Three core markets have been analysed separately to get a closer look at consumer behaviour and tendencies on each respective market.



Sweden

Country snapshot

Reading Snapshot: Sweden

Swedish readers have read **32M** issues including both magazines and newspapers.

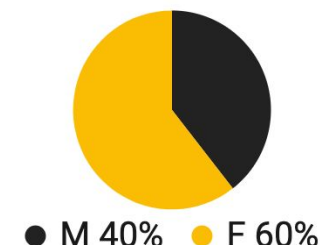
- **13%** of all titles read by Swedes are foreign¹ titles.
- Mobile usage is **16%** for magazines and **14%** for newspapers.

Most read categories (Share of total readership)

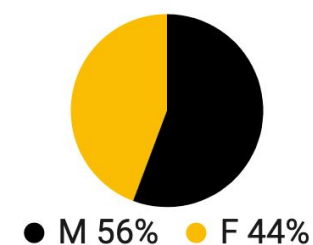
1.	Lifestyle	23%
2.	Celebrity & Entertainment	20%
3.	Interior Design & Architecture	9%

SE - Gender, Issues opened

Magazines



Newspapers



The most
bookmarked title
2022

Recept.se
Aller Media



The most favorite
marked title 2022

Råd & Rön
Råd & Rön



The issues with highest total readership 2022

Monthly



Råd & Rön
Råd & Rön

Weekly



Hänt i Veckan
Aller Media

1. Publication country is not Sweden.



United Kingdom

Country snapshot

Reading Snapshot: UK

British readers have read **25M** issues including both magazines and newspapers

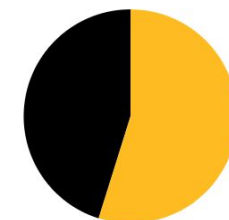
- **9%** of all titles read by UK users are foreign¹ titles.
- Mobile usage is **14%** for magazines and **11%** for newspapers.

Most read categories
(Share of total readership)

1.	Celebrity & Entertainment	18%
2.	Cars & Motoring	10%
3.	Lifestyle	10%

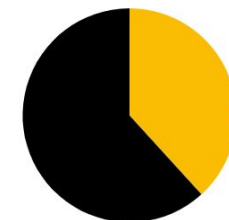
UK - Gender, Issues opened

Magazines



● F 55% ● M 45%

Newspapers



● F 38% ● M 62%

The most
bookmarked title

Heat
Bauer Media Group



The most favourite
marked title 2022

Radio Times
Immediate Media



The issues with highest total readership 2022

Monthly



BBC Good Food
Immediate Media

Weekly



Hello!
Hello Limited

1) Publication country is not the UK.



Germany

Country snapshot

Reading Snapshot: Germany

German readers have read **72M** issues including both magazines and newspapers

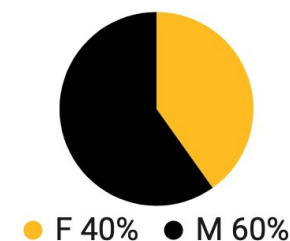
- **13%** of all titles read by German users are foreign¹ titles.
- Mobile usage is **12%** for magazines and **13%** for newspapers.

Most read categories
(Share of total readership)

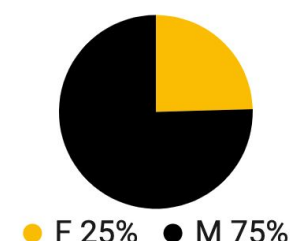
1.	Celebrity & Entertainment	17%
2.	Cars & Motoring	12%
3.	Lifestyle	9%

DE - Gender, Issues opened

Magazines



Newspapers



The most
bookmarked title
ETF-Guide Exclusive
Isarvest



The most favourite
marked title 2022
Playboy Deutschland
Kouneli Media



The issues with highest total readership 2022

Monthly



Auto Bild
Axel Springer

Weekly



Selbst ist der Mann
Bauer

1. Publication country is not Germany.

Glossary of terms

Word/sentence	Definition
Account/profile	An Account is held by a single subscriber - One account can have up to 5 Profiles which means that the subscriber is sharing Readly with family members for instance. Together they are users.
Available titles	All titles available for users + including closed down titles, crosswords, puzzles and bookazines which are counted as separate titles not issues.
Back issue	All issues of a publication that are older than the most recent issue.
Foreign publication/title	The title has another publication country than the account country of the subscriber.
International titles/magazines	A title written in English with a stated target group cross countries
Issue	New edition of a publication that appears on a regular schedule, typically annually, quarterly, monthly or weekly.
Magazine	A magazine is a title but not a bookazine or a puzzle title.
Most popular category	All titles on Readly are divided into different categories. A title can be in several categories.
Most read or most popular title/issue	<ul style="list-style-type: none">Could either be measured in total numbers of unique readers, or total amount of opened magazines which can mean the same reader opening the magazine several times without any regards of for how long they read it,, user sessions where the reader must keep reading the issue for X time to be counted, or unique readers in average per issue.A Title or Issue that has been read the most times taking into account frequency of the given title and counted based on profiles.
Subscriber	One account = one subscriber (a small percentage are trialists)
Published titles or issues during year X	Titles/issues that at some point during the year have published even if its not available anymore.
Titles	All titles available for users + including closed down titles, crosswords, puzzles and bookazines which are counted as separate titles not issues.
Titles available in a country	All publications are available across markets with a few exceptions where publications distribution is restricted to certain countries only.
User session	User session is a continuous reading event from the time profile opened an issue. A reader can browse through many different titles or issues for the same session as long as user is not idle for 30 mins or so in between browsing. Otherwise another session is formed.