

The Readly Trends Report 2020

About the **The Readly Trends Report** 2020

The Readly Report shows consumer trends, habits and insights regarding the digitisation of magazines. With 1 million new datapoints every hour, currently amounting to over 32 billion datapoints, 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 magazines providing unlimited access to over 5,000 national and international magazines.

Founded in Sweden in 2012, Readly is today one of the fastest growing companies in Europe with users in 50 markets. In September 2020 the company was listed on the Nasdaq Stockholm stock exchange.

In collaboration with over 800 publishers worldwide, Readly is digitising the magazine industry – bringing the magic of magazines and quality content into the future.

During 2020, Readly distributed more than 140,000 issues of magazines that have been read over 99 million times.



Executive **Summary**

Readly's growth story continues. During 2020 we have welcomed many new publishers and readers to enjoy the value of our platform. And as a result our insights about reading trends and consumer interests are also widened. We are unlocking the power of our data which is growing by more than **1 million new data points every hour**. The deeper understanding we have about readers the better equipped we all are to keep bringing the magic of magazines into the future.

The pandemic has certainly dominated this year and has impacted on reading behaviour. For this year's report we have also looked at the increasing reading among children plus the back issue reading trend.

- Over the last year* just over **99 M** digital issues were read on the platform globally. As digital reading has a 76% lower climate impact than printed equivalents thousands of tonnes of greenhouse gas emissions have therefore potentially been avoided. Read more in Readly's [climate study](#).
- A new exciting figure included in this years report is that our users on average read **13 titles per month**. We know that subscribers sign up for Readly to get unlimited access to their favourite titles and this number proves that we are also enabling our readers to discover several new magazines.
- The number of bookmarked pages, **1.7 million**, has also been highlighted in this years report. When taking a deeper look into the data these are dominated by recipes, followed by how-to-instructions as well as TV-guides.

2020 Trends

1. Creating interest in back issues and enjoying foreign titles

Readly's content portfolio has continued to grow rapidly over the last few years reaching over 5,000 titles during the course of 2020, with a catalogue totalling around 140,000 issues.

This wide range of quality content is central to both acquiring new customers and also engaging them more deeply once they have subscribed. The Readly portfolio is made up of popular titles but also niche and specialized titles that are not found on newsstands as well as a large archive of back issues and evergreen material for subscribers to rediscover.

- Back issue reading has significantly increased this year. That can be a result of people searching more for specific topics, ending up reading issues with either evergreen material or simply interesting articles although not the recently published.
- Foreign titles stand for 20 percent of all read magazines among our subscribers globally. These are magazines with another publication country than the account country chosen by the subscriber.
 - Although readers in the UK, Australia and the US can enjoy foreign titles in their own language - it's actually the smaller countries that have the highest share of reading foreign titles.
 - This shows that reading foreign titles can have a lot to do with finding special interest magazines from countries with a wider publishing portfolio.

2020 Trends

2. Reading trends in the year of the Covid pandemic

The effects of the Covid-19 pandemic and the restrictions a number of countries imposed are also visible in the reading habits of our subscribers.

We can clearly see in our statistics that subscribers in a number of countries searched for and discovered new categories which saw big spikes in reading. Home improvements, hobbies and food categories increased globally as people were restricted to their homes and searched for material to distract and entertain them.

- During 2020 a number of countries showed an increase in reading time during the lockdown months of March, April and May, including **Austria, Switzerland, Germany, Ireland** and **Great Britain**.
- We have seen a spike in the reading of a number of categories including Home & Renovation, Food & Drink and Interior Design closely mirroring the behaviour in society. As countries went into lockdown people turned to home-based activities to keep busy, a trend we can clearly see in reading data during the year.

2020 Trends

3. Increased reading among children

Data shows that digital reading among children and teens is increasing in Rently. The average time spent per user in the children's categories has increased by 40 percent in the last year for comic books, 10 percent for children's magazines, and 8 percent for teenage magazines, compared to 2019.

Rently's portfolio of children's magazines has increased globally. As an example, Italy has gained several titles such as History kids, Il Giornalino delle Bimbe and Pianeta Enigmistica Kids.



Snapshot 2020

5,000

available titles in
the inventory

99 million

issues read

140,000

available issues in
inventory today

20%

of all magazines read are
foreign titles

13

average read titles
per user and month

1,7 million

bookmarked pages

Country Snapshots

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



Sweden

Country snapshot



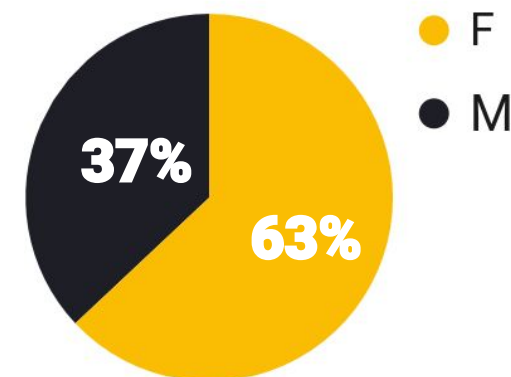
Country Snapshot: Sweden

- A total of **26 million** issues read
- **15%** of all titles read by Swedes are foreign¹ titles.
- **17%** of all titles read by Swedes are back issues (10%)

Most read categories (YoY change)

1.	Lifestyle	+ 23%
2.	Celebrity & Entertainment	+17%
3.	Interior Design & Architecture	+11%

SE - Gender, Magazines opened



One of the most
most bookmarked
titles 2020

Allt om Mat
Bonnier Magazines
& Brands



One of the most
favourited 2020

Råd & Rön
Råd & Rön



One of the titles
with highest
reach

Hänt Extra
Aller Media



1. Publication country is not Sweden.



United Kingdom

Country snapshot

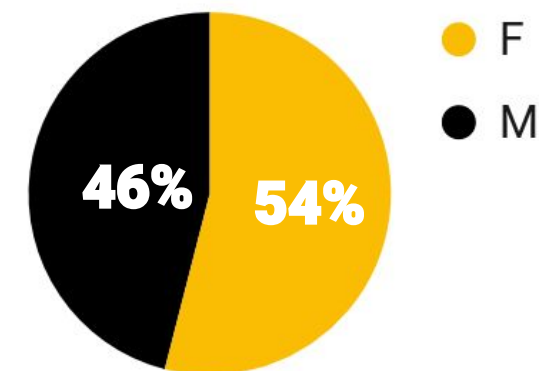
Country Snapshot: UK

- A total of **17 million** issues read
- **8%** of all titles read by UK users are foreign¹ titles.
- **22%** of all titles read by UK users are back issues (16%)

Most read categories (YoY change)

1.	Celebrity & Entertainment	18%
2.	Lifestyle	10%
3.	Cars & Motoring	9%

UK - Gender, Magazines opened



One of the most
most bookmarked
titles

BBC Good Food
Immediate Media



One of the titles with
the best read times

The People's Friend
Pocket Novel
DC Thomson & Company



One of the UK titles
with highest reach

T3
Future Publishing



1) Publication country is not the UK.



Germany

Country snapshot



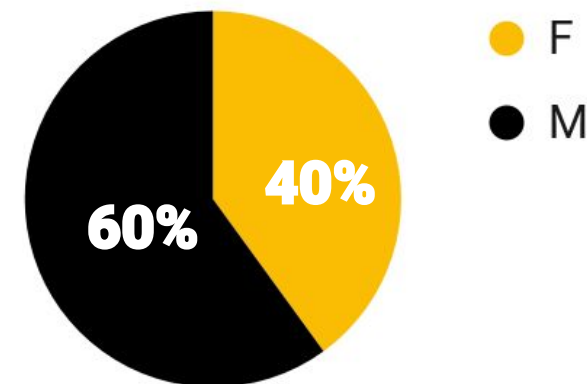
Country Snapshot: Germany

- A total of **43 million** issues read
- **14%** of all titles read by German users are foreign¹ titles.
- **19%** of all titles read by German users are back issues (12%)

Most read categories (YoY change)

1.	Celebrity & Entertainment	18%
2.	Cars & Motoring	12%
3.	Tech	10%

DE - Gender, Magazines opened



One of the most
most bookmarked
titles 2020

mein ZauberTopf
falkemedia



One of the most
favourited 2020

**National Geographic
Germany**
NG Media



One of the titles
with highest
reach

Computer BILD
Computer BILD Digital



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.