

# The Readly Trends Report 2021

# About the **The Readly Trends Report** 2021

The Readly Report shows consumer trends, habits and insights regarding the digitisation of magazines. With 1 million new data points being generated every hour, currently amounting to over 40 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 — bringing the magic of magazines and quality content into the future.

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



# Executive **Summary**

The pandemic has continued to influence what people are interested in and want to read about. This year we see that home entertainment is gaining popularity such as cooking and watching movies or series. Turning the home into a place where you can recharge, enjoy food and escape reality has also triggered many home fixers and DIY enthusiasts to renovate and redecorate.

The Readly portfolio is growing and so is the readership of foreign titles. Having international stars on the cover is surely a winning concept. Rolling Stone's cover with Dua Lipa (US) and Vogue's cover with Adele (UK) gained a large global audience on Readly.





## 2021 Trends

### 1. The pandemic split readers into two camps - runners and binge-watchers

When looking at Readly's 10 most popular categories five stand out for their spiked readerships during 2021 compared to 2020. Reading and finding inspiration about **running, cycling and fitness** has increased the most during 2021. To keep health in check during the pandemic consumers have flocked to outdoor activities.

The **home and renovation** trend has kept going from 2020 throughout 2021 as social distancing and travel restrictions have kept people in their homes.

While some go for a bike ride, others have spent more time binge watching series and movies as the **TV, Film & Cinema** category has seen a 26% increase in readership this year. The popular Radio Times in the UK was added to the platform in July and the German magazine Streaming is one of the most bookmarked titles.

1.	Running, Cycling & Fitness	+32%
2.	Home & Renovation	+ 30%
3.	TV, Film & Cinema	+26%
4.	Cars & Motoring	+26%
5.	Travel & Regional	+25%



## 2021 Trends

### 2. Pot and pan recipes brought us comfort during 2021

Another form of home entertainment, other than watching series, is cooking and baking. Or better yet - the two forms of entertainment go hand in hand. During 2021 the number of bookmarked pages increased by 46%. The lion part of these pages are recipes and among these, many are pot and pan recipes.

The recipes that made most mouths water were:

GB: BBC Good Food - One-pot prawn & lentil curry

DE: Bild der Frau Gut Kochen & Backen - Potato Farmer Pan

SE: Recept.se - Puff pastry pie with shrimp & goat cheese

IT: La Cucina Italiana - Marinara with smoked tuna

NL: Foodies - The best sauces in the world

CH: Betty Bossi - Swedish meatballs

AU: Taste Magazine - One-pan greek lemon chicken & rice



## 2021 Trends

### 3. Increased readership of foreign titles - Dua Lipa stole the international crowd

Readly content portfolio has during 2021 grown to 7,500 titles. At the end of the year our acquisition of French digital subscription provider Toutabo was completed adding about 1000 magazine titles and 300 newspapers. This brings a lot of value to the French speaking readers across the 50 markets where Readly is available but also to publishers who can now get an even wider audience.

During the year, foreign readership increased with double digits in almost all our active markets. The highest foreign readership in total goes to magazine publishers in the **Cars & Motoring** category. And many of those passionate about the world of automobiles end up reading the no less than 158 UK titles on the platform.

It was however The Rolling Stone February issue with Dua Lipa on the cover got the highest number of foreign readers. She was one of the world's top five selling artist in 2021.

1.	Cars & Motoring
2.	Celebrity & Entertainment
3.	Interior Design & Architecture
4.	Lifestyle
5.	Tech





# Magazine Snapshot 2021

**6,300**

available magazine titles in  
the portfolio

**210,000**

available magazine issues

**120 million**

magazine issues read

**21%**

of all magazines read are  
foreign titles

**+46%**

Increase of bookmarked magazine  
pages

**6 pm**

on Thursdays is the most  
popular time to read<sup>1</sup>

<sup>1</sup>) Regardless of time zone



# 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



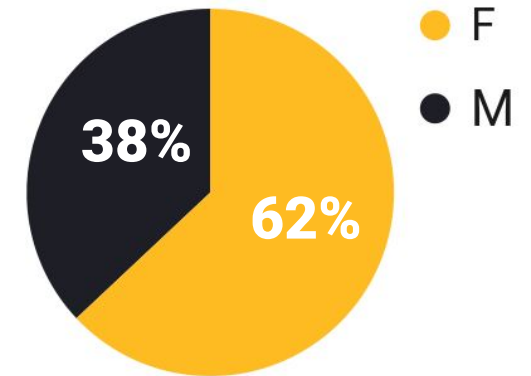
# Magazine Snapshot: Sweden

- Swedish readers have read **27M** issues
  - 16%** of all titles read by Swedes are foreign<sup>1</sup> titles. (15%)
  - 18%** of all titles read by Swedes are back issues (17%)

## Most read categories (Share of total readership )

1.	Lifestyle	23%
2.	Celebrity & Entertainment	18%
3.	Interior Design & Architecture	11%

## SE - Gender, Magazines opened



The most  
bookmarked title  
2021

**Recept.se**  
Aller Media



The most favorite  
marked titles  
2021

**Råd & Rön**  
Råd & Rön



The most read  
title in 2021

**Hänt Extra**  
Aller Media



1. Publication country is not Sweden.





# United Kingdom

Country snapshot



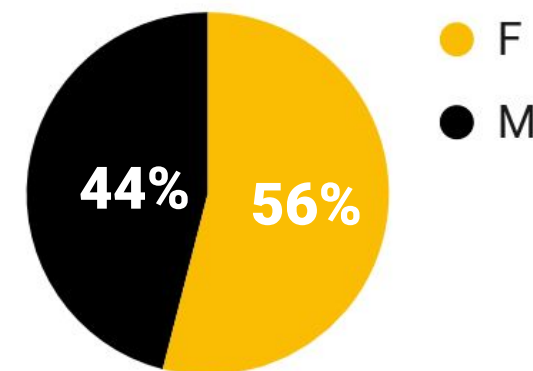
# Magazine Snapshot: UK

- British readers have read **21 million** issues
  - 10%** of all titles read by UK users are foreign<sup>1</sup> titles. (8%)
  - 22%** of all titles read by UK users are back issues (16%)

## Most read categories (Share of total readership )

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

## UK - Gender, Magazines opened



### The most favoured titles

**BBC Good Food**  
Immediate Media



### One of the most favoured titles

**BBC Good Food**  
Immediate Media



### The most read title in 2021

**Hello!**  
Hello Ltd



1) Publication country is not the UK.



# Germany

Country snapshot





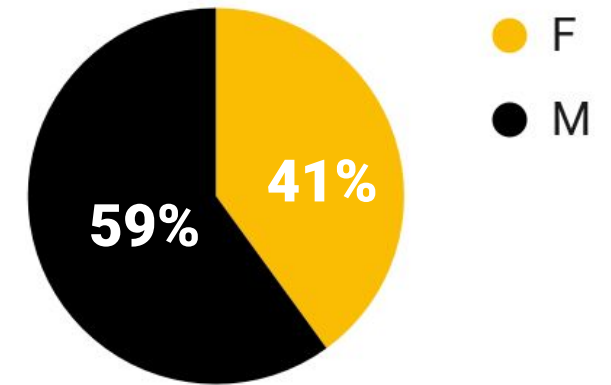
# Magazine Snapshot: Germany

- German readers have read **56M** issues
  - 14%** of all titles read by German users are foreign<sup>1</sup> titles.
  - 20%** of all titles read by German users are back issues

## Most read categories (Share of total readership )

1.	Celebrity & Entertainment	20%
2.	Cars & Motoring	10%
3.	Tech	7%

## DE - Gender, Magazines opened



The most most  
favourite title  
2021

National Geographic  
Germany  
NG Media



The most read  
title in 2021

Auto Bild  
Axel Springer



The most  
bookmarked  
title 2021

Streaming by TV Digital  
Funke Digital GmbH



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"><li>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.</li><li>A Title or Issue that has been read the most times taking into account frequency of the given title and counted based on profiles.</li></ul>
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.