Readly

The Readly Trends Report 2023

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2023

The Readly Trends Report unveils consumer behaviors and insights in the digital magazine and newspaper landscape. Generating 1 million new data points per hour and totaling over 86 billion data points, our unique data uncovers how subscribers engage with content across various markets.

About **Readly**

Founded in Sweden in 2012, Readly is today a European category leader in "all-you-can-read" subscriptions providing unlimited access to 7,600 digital magazines and newspapers.

Our purpose is to *unlock a world of editorial content* for our users in 50 markets. With a belief in the power of information, inspiration and diverse perspectives, we collaborate with 1,200 publishers worldwide to deliver an unparalleled reading experience.

Since November 2023 Readly is listed on Nasdaq First North Growth Market.

Executive **Summary**

The 2023 Readly trends show a surge in Business & Finance by 22%, reflecting a heightened interest in personal finance insights amid economic uncertainties. The Lifestyle category surged by 18%, highlighting readers seeking escapism through inspiring stories of world famous stars and powerful individuals on magazine covers. In Food & Drink, a 13% rise indicates a shift towards budget-friendly cooking with a focus on plant-based recipes.

Our reading data this year includes article reading and we have also added some insights into readers attitudes and beliefs.

All of this and much more in the 2023 Trend Report.

Readers turn to finance titles to master rising costs

In response to the complex economic landscape, readers are turning to expert advice, seeking explanations, information, and actionable tips regarding personal finance. In 2023, the Business & Finance category saw a 22 % surge in opened issues compared to the previous year.

Magazines dedicated to personal finance have become invaluable resources for consumers, offering insights not only on daily expenses but also shedding light on the dynamics of inflation and the implications on the stock market, where many individuals have vested their savings.

Among the most read expert tips* in category Business & Finance:
Money: Free help when you're drowning in debt (AU)
Consumer Reports: Easy new ways to sell your stuff (US)
Börse online: The strongest, safest, most lucrative stocks (DE)
Focus Money: How to become a millionaire with 10 euros a day (DE)
Kiplinger Personal Finance: Conquer your retirement fears (US)

* based on most read issues

A retreat into headlines, icons, and inspirational cover stars

The Lifestyle category has consistently been a favorite on Readly, and this year, its popularity surged with an 18% increase in global readership.

In challenging times marked by global events like war and economic uncertainty, people seek escapism - to momentarily detach from reality, allowing themselves a break from stress and anxiety.

So they read about people who have been dominating the headlines; King Charles III coronation, Elon Musk restricting Ukrainian military access to Starlink, Barbie and the movie that is ranked among history's top-20 films. They think back on the lives of Sinéad O'Connor, Tina Turner and Lisa Marie Presley And are captivated by power women in their 70s, 80s and hundred's that are the cover stars of 2023.
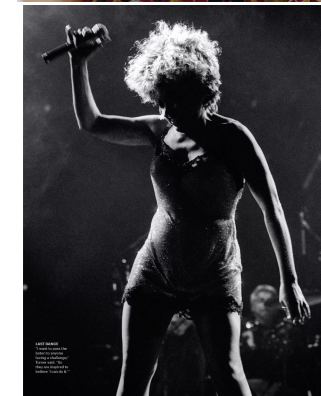
Some of the power women found on Readly
Sigourney Weaver, 74 years - Marie Claire
Cher, 77 years - Vanity Fair
Martha Stewart, 82 years - Sports Illustrated, swimsuit edition
Apo Whang-Od, 106 years - Vogue

Budget friendly & conscious cooking

2023 shows a 13% increase in opened issues in category Food & Drink on Readly compared to last year. Shifting consumer values have influenced the readership of food and drink magazines. Many are driven by environmental concerns, show a raised interest in recipes featuring plant-based and alternative proteins.

The economic uncertainty has led to a prioritization of budget-friendly cooking and comforting meals as a response to the growing stress in people's lives. Readers look for tips and affordable recipes instead of the more expensive alternative to dine out. The increased popularity of tools like the Air-fryer has made home cooking more convenient for many and magazines dedicated to air frying are accumulating in numbers.

Among the most bookmarked pages in category Food & Drink:

Mein Zaubertopf: Flat noodles with creamy mushroom sauce (DE)

Sainsbury's Magazine: Roast cauliflower cheese (UK)

Airfryer: Everything that's good - without any fat (SE)

Giallo Zafferano: Gratinated zucchini (IT)

Body & Mind: Strong and pain free with anti-inflammatory food (NL)

Reading Snapshot 2023

	Magazines	Newspapers (incl. local editions)	% Change
Available titles	7600	336	1.3 %
Available issues	285,000	105,000	36 %
Total issues read	118 M	44 M	11 %

7 facts about the Readly user

1 Readers mainly range from 40 to 69 years old.

2 53% of Readly sign-ups explore new publications they have never read before.

3 33% thinks that a healthy media diet should have a balance between positive and negative news. 39% refrain from consuming news to avoid feeling anxious.

4 80% are concerned by the spread of fake news.

5 20% base their willingness to pay for journalism on the availability of quality content.
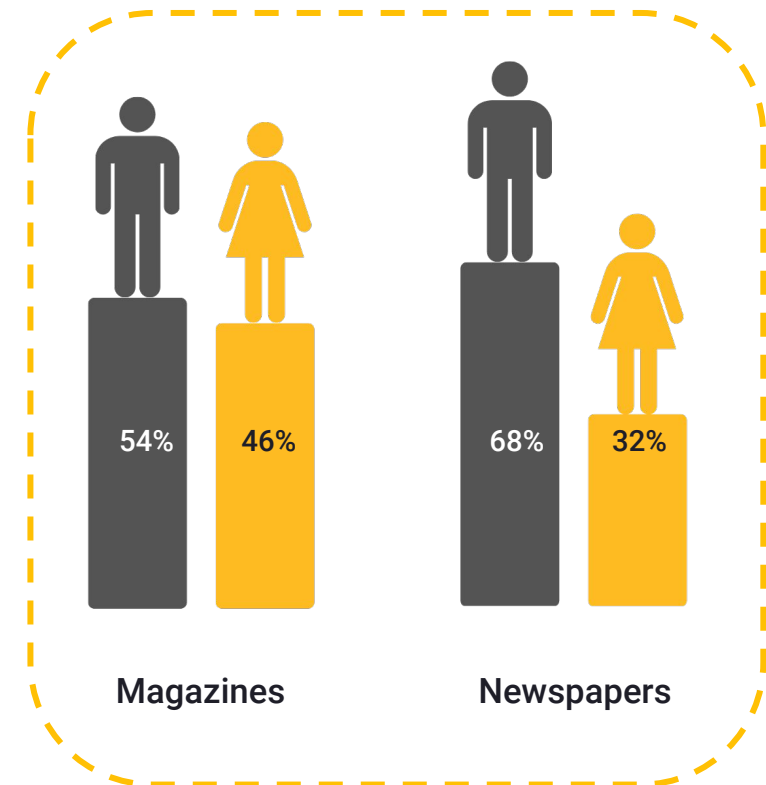
6 The average subscriber spends 8.6 hours per month using Readly.

7 For readers of both magazines and newspapers, the average session lasts 19.7 minutes.

GENDER SPLIT

54%	46%	68%	32%
Magazines		**Newspapers**	

Newspapers are predominantly read by men - a pattern consistent with broader media consumption.

INTERNATIONAL READERSHIP
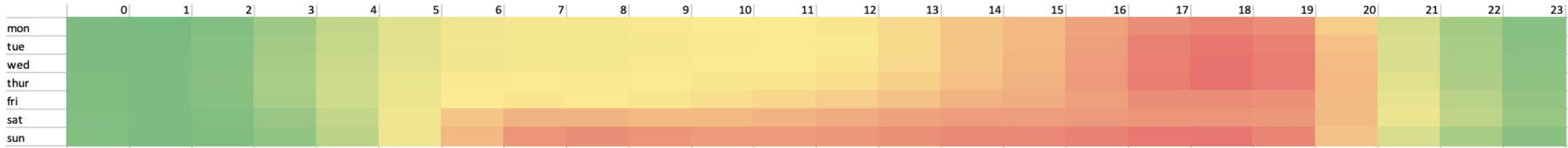
23% **11%**

Magazines   Newspapers

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.
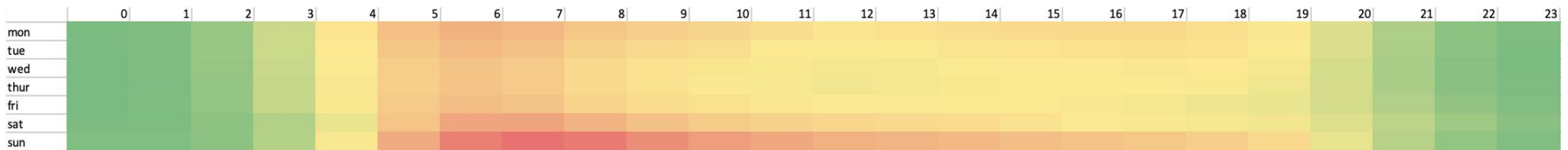
Peak reading time*

Magazines — THUR 6pm

Newspapers — SUN 7am

People often prefer reading newspapers in the early morning, seeking the latest news, especially on Sundays when there's time to explore weekend supplements. Magazines, on the other hand, are favored for leisurely long-form reading, providing a relaxing escape after a busy workweek.

Device usage

Readly is predominantly used on tablets (81%). But mobile usage is trending upwards.

Back issues

2/10

Two out of ten magazine issues read on Readly are back issues (21%). For newspapers it's about one out of ten (9%).
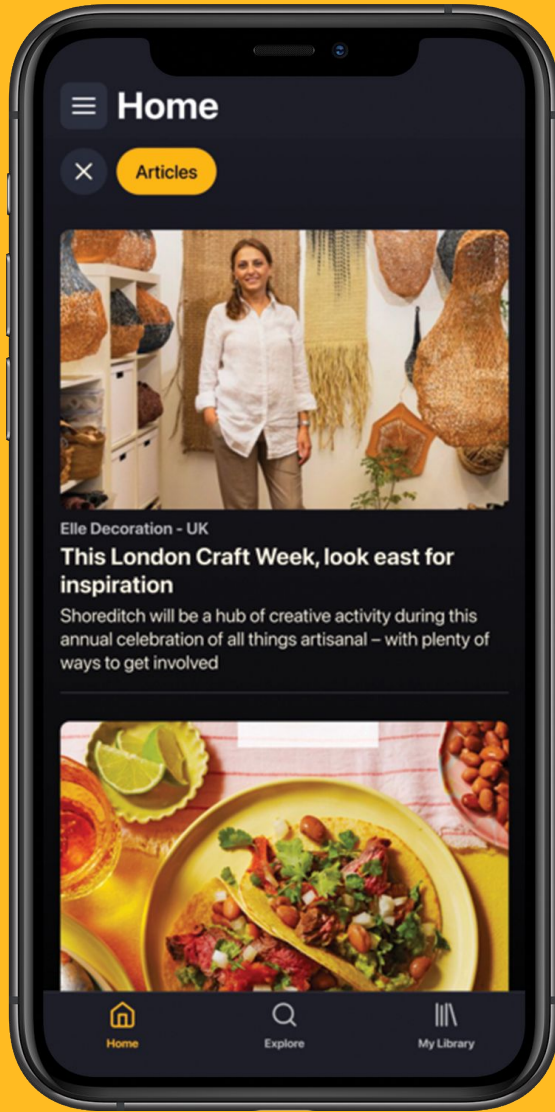
Opened titles

13

In average Readly subscribers open no less than 13 different magazines and/or newspaper titles per month

Top categories

1. Celebrity (+2%)
2. Lifestyle (+18%)
3. Cars & Motor (+4%)
4. Food & Drink (+13%)
5. Tech (-4%)

Top read curated* articles

1. World happenings (Hänt Extra)
2. Royal blend - what's up among the royals this week (Hänt Extra)
3. Cooking for friends (Lecker)
4. Court & castle - highlights from the royal scene (Hänt Extra)
5. Solar trends for clean energy - simple, cheap and sustainable (selber machen)
6. We create order: 12 tricks how to organize the chaos at home (Zuhause Wohnen)
7. Top 5 Gadgets this month (Stuff Magazine)
8. How to save money with budget recipes to feed 4 people for under £5 (BBC Good Food)
9. Top free software and apps available to download (Computer Active Magazine)
10. This what I have learnt about the psychological laboratory (Modern Psykologi)

Topics, spanning from tech trends and budget recipes to celebrity gossip, underscore Readly"s diverse user base. Content in an unbundled format enables personalised recommendations with relevant reading from across a wide range of different magazines.

* by AI, in core markets DE, UK and SE

Country Snapshots

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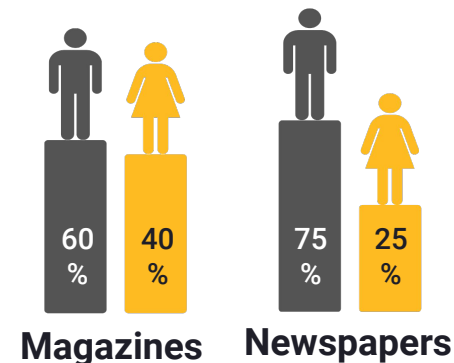
Reading Snapshot: DE

Total readership

- 83M (+15%) issues incl. both magazines and newspapers.
- 13% (13%) are foreign titles.
- Mobile reading; magazines 18%, newspapers 19%.
- 22% back issue reading*.

Most read categories

1	Celeb & Entertainment	+9%
2	Lifestyle	+36%
3	Cars & Motoring	+6%

Readers gender split

Magazines		Newspapers	
60%	40%	75%	25%

Category/avg session (min)

Business & Finance	20
Hunting & Fishing	19
Cars & Motoring	19
Running, Cycling & Fitness	18
Tech	16
Lifestyle	15
Celebrity & Entertainment	15
Gardening	14
Health & Wellness	13
Home & Renovation	12
Luxury	11
Food & Drink	10

Monthly — Highest readership

Weekly — Highest readership

Most favourite marked

Most bookmarked

*Magazines only
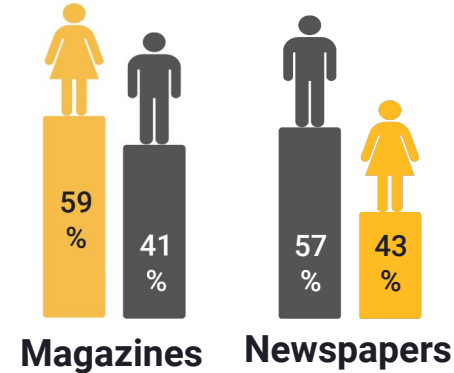
Reading Snapshot: Sweden

Total readership

- 35M (+9%) issues incl. both magazines and newspapers.
- 17% (16%) are foreign titles.
- Mobile reading; magazines 20%, newspapers 18%.
- 18% back issue reading*

Most read categories

1	Lifestyle	+6%
2	Celeb & Entertainment	-9%
3	Cars & Motoring	-2%

Readers gender split

Magazines: 59% / 41%
Newspapers: 57% / 43%

Magazines   **Newspapers**

Category/avg session (min)

Comics	29
History	28
Celebrity & Entertainment	19
Cars & Motoring	18
Lifestyle	17
Health & Wellness	17
Fashion & Beauty	16
Education & Tutorials	16
Tech	15
Gardening	13
Food & Drink	12
Interior Design	10

Bi-weekly
Highest readership

Weekly
Highest readership

Most favourite marked
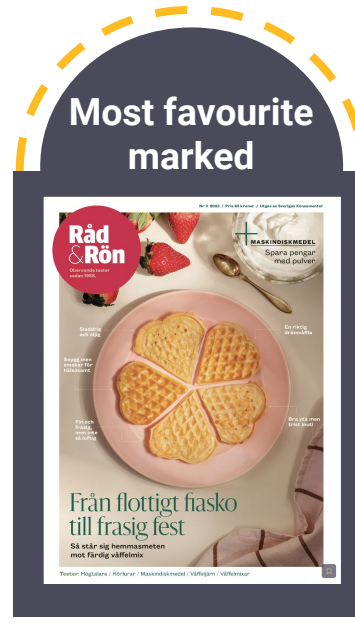
Most bookmarked
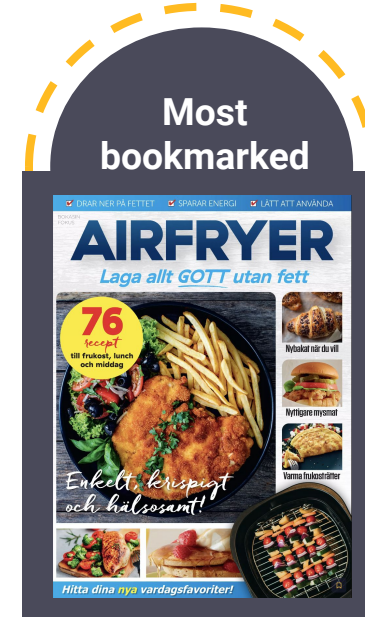
*Magazines only
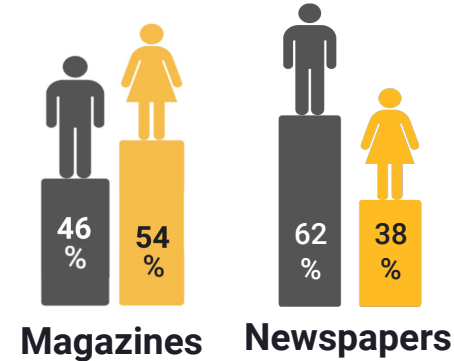
Reading Snapshot: UK

Total readership

- 26M (+4%) issues incl. both magazines and newspapers.
- 10% (9%) are foreign titles.
- Mobile reading; magazines 19%, newspapers 15%.
- 20% back issue reading*

Most read categories

1	Celeb & Entertainment	+2%
2	Lifestyle	+11%
3	Cars & Motoring	0%

Readers gender split

Magazines		Newspapers	
46%	54%	62%	38%

Category/avg session (min)

Science	20
Cars & Motoring	18
Tech	17
Running, Cycling & Fitness	16
Gardening	15
Home & Renovation	14
Interior Design	14
Travel & Regional	14
Lifestyle	12
Food & Drink	11
Celebrity & Entertainment	11
Craft & DIY	8

Monthly — Highest readership

Weekly — Highest readership

Most favourite marked

Most bookmarked

*Magazines only

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	• 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.

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