

The Readly Trends Report

2024

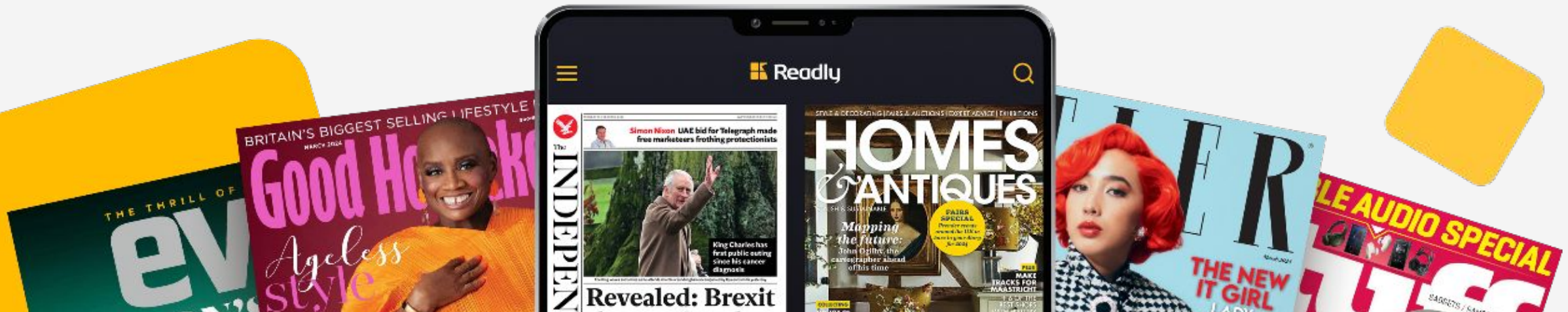
The Readly Trends Report unveils consumer behaviors and insights in the digital magazine and newspaper landscape. Generating over 1 million new data points per hour and totaling over 80 billion data points, our unique data uncovers how subscribers engage with content across various markets.

About **Readly**

Founded in Sweden in 2012, Readly is today a European category leader in “all-you-can-read” subscriptions providing unlimited access to 8,000 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 1,000 publishers worldwide to deliver an unparalleled reading experience.

Readly has been a publicly listed company since 2020 and is traded on Nasdaq First North Growth Market.

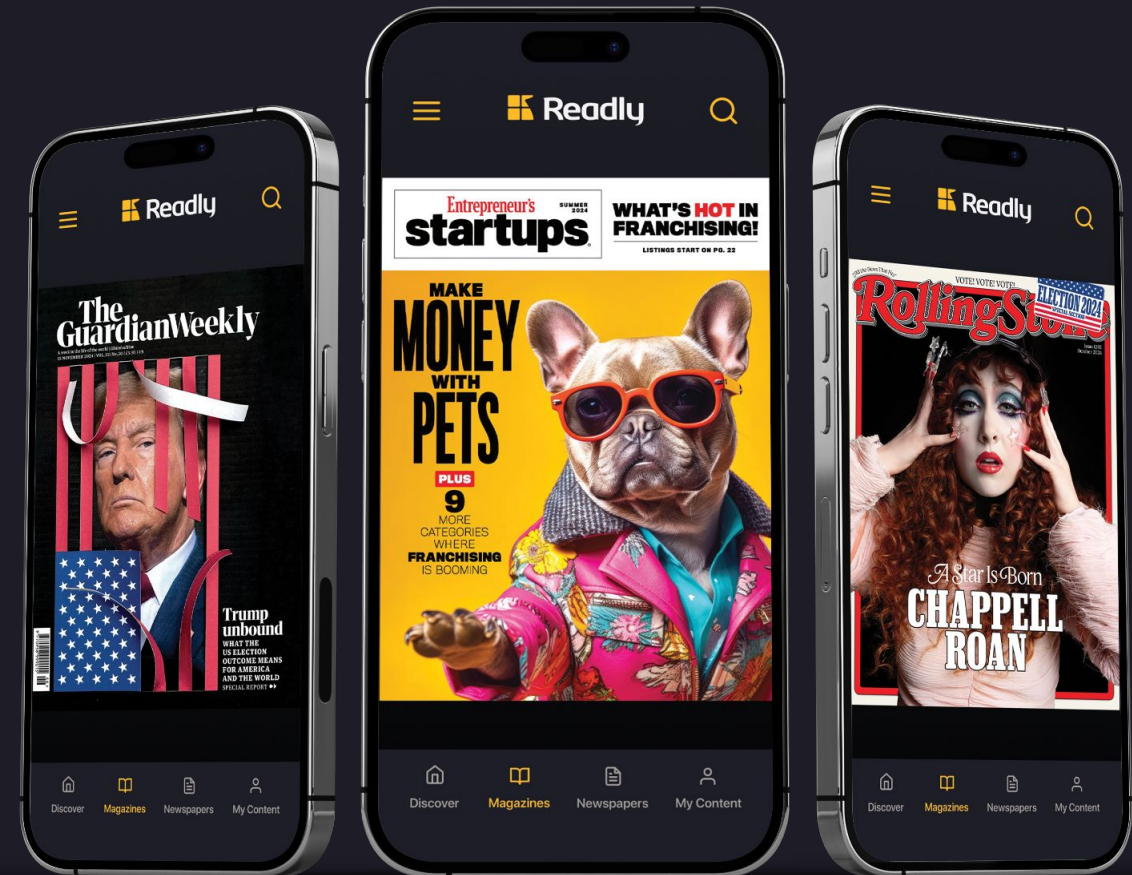


Executive **Summary**

In 2024, Readly's cover trends have been shaped by geopolitical conflicts and political instability, featuring figures like Vladimir Putin, Donald Trump, and Benjamin Netanyahu. Pets have become prominent cover stars across various magazine categories, extending beyond pet-focused titles into lifestyle, fashion and economic magazines. Mental health, particularly in the sports and entertainment industry, is also gaining attention, highlighting society's growing focus on wellness and its economic impact.

Our reading data this year includes early insights on article versus issue reading and Readly's audio portfolio.

All of this and much more in the 2024 Trend Report.



A world in turmoil

- war, geopolitical shifts and global uncertainty

In 2024, magazine covers were dominated by the complex geopolitical landscape marked by key conflicts like Russia's invasion of Ukraine and the violent escalation between Israel and Hamas. Putin remains a focal point for discussions about authoritarianism, territorial ambition, and global instability. Trump's approach to foreign relations, particularly regarding NATO, China, and Russia, make him a figure of intense scrutiny. Netanyahu's hardline approach to governance and military strategy, particularly in addressing threats posed by Hamas, has amplified tensions within Israel and across the Middle East, positioning him as a central figure in the ongoing regional conflict. Khamenei's influence is also pivotal in the context of nuclear negotiations and Iran's confrontation with Western powers, making him a key figure in magazine stories about ongoing tensions in the region.

The fact that 54% of the global population vote in 2024, adds another dimension to these narratives, as political elections causes uncertainty and leadership changes will influence the direction of international relations. The News & Politics category saw a 16% increase of readership on Ready in 2024.



Cats & dogs

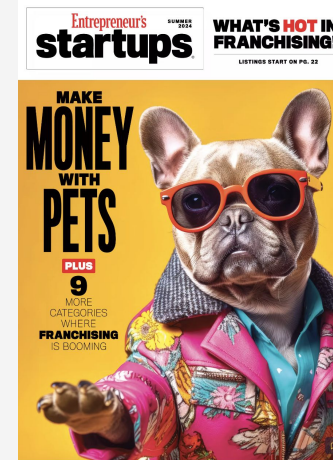
- the new cover stars

In 2024, the trend of featuring pets, especially cats and dogs, has expanded beyond traditional pet-focused magazines and entered categories like lifestyle, entrepreneurial, and economic magazines, as well as tabloid supplements. This shift reflects growing consumer interest in pets as more than just companions, but also as contributors to lifestyle choices, wellness, and even business ventures.

Pets are increasingly featured in articles about wellness, home living, and emotional health. Entrepreneurial magazines are covering the booming pet industry, now valued at hundreds of billions globally. The rise of pet startups, innovations in pet tech, and eco-friendly pet products are major topics. Even tabloid supplements are capitalizing on the public's love of pets. Celebrities and their pets often appear on covers. These stories highlight the deep emotional bonds and luxurious lifestyles of pets owned by famous individuals.

Most read in animal category on Readdy

1. Recognize needs, build trust, lead with confidence
2. Adventure Walks – Partners on the Go
3. Homemade dog food
4. Why reward is so important in training
5. Choosing a cat from an animal shelter or a breeder



Mental health

- its expanding presence

In 2024, mental health has become a prominent topic in magazines echoing society's growing emphasis on mental wellness and transparency. RollingStone highlighted Chappell Roan's journey through mental health challenges, while Vanity Fair featured Selena Gomez, who has openly shared her mental health experiences. New York Magazine profiled Dr. Andrew Huberman, focusing on his work in neuroscience and mental resilience, while GQ covered Lewis Hamilton's experiences with the mental pressures of professional racing. Even fitness publications are increasingly integrating mental health discussions, with bodybuilding and fitness magazines exploring how emotional well-being complements physical training.

The tragic death of Liam Payne brought further attention to mental health struggles in the entertainment industry, while Carrie Fisher, a longtime mental health advocate, is frequently remembered as an icon in this space. The Guardian Saturday's "therapy issue" resonates with the British public as a record number of people turn to therapy, with mental health issues now costing the UK economy close to £118 billion annually.



Reading Snapshot 2024

| | Magazines | Newspapers <small>(incl. local editions)</small> | % Change |
|-------------------|-----------|---|----------|
| Available titles | 8,000 | 330 | 7% |
| Available issues | 297,000 | 145,000 | 28% |
| Total issues read | 120M | 50M | 6 % |

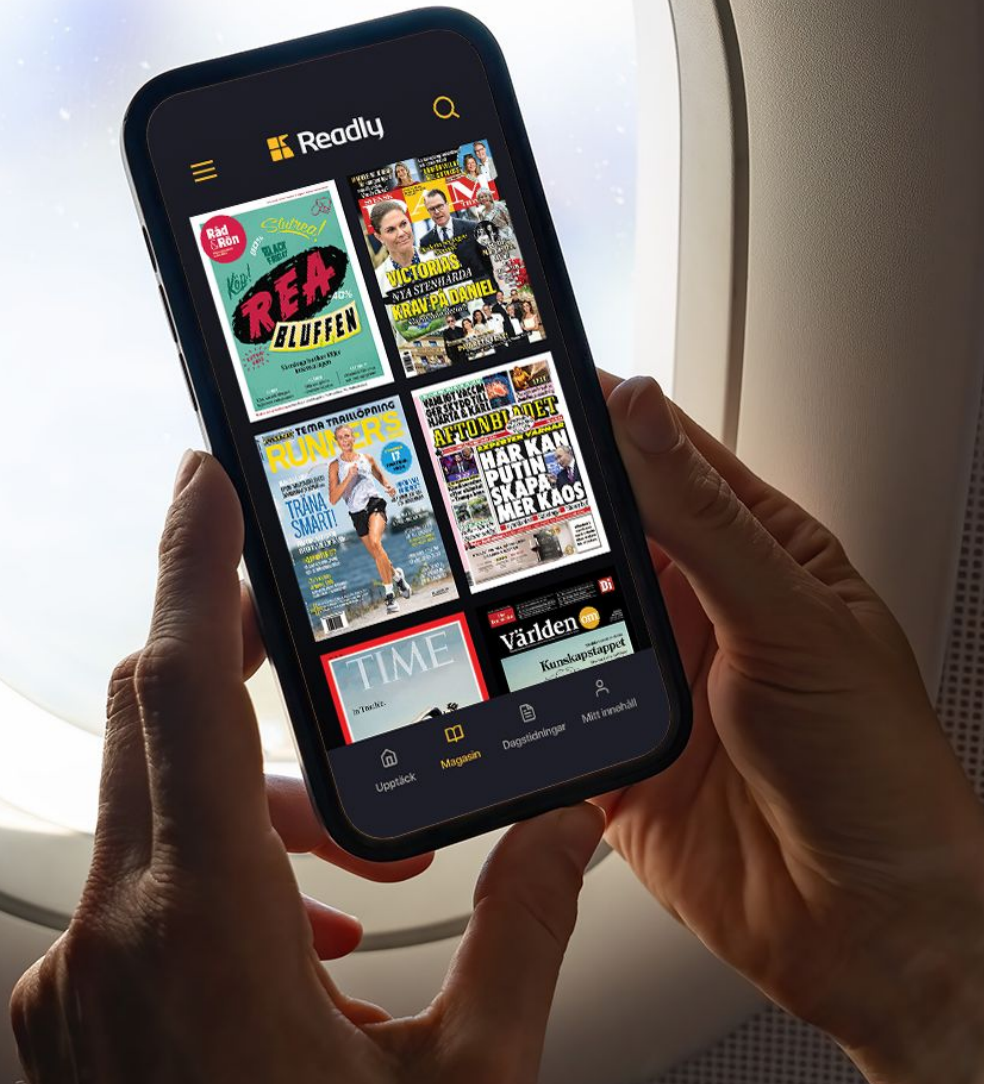
* available during the year. Some titles have been published and then removed.

Trending categories

The categories where readership has increased the most

| Globally | | Germany | | UK | | Sweden | |
|--------------------------------|-------|--------------------------------|-------|---------------------|------|--------------------------------|-------|
| Fashion & Beauty | 24.0% | Fashion & Beauty | 41.5% | News & Politics | 8.6% | Family & Parenting | 73.2% |
| Crosswords & Sudoku | 22.0% | Crosswords & Sudoku | 30.7% | Family & Parenting | 7.8% | Home & Renovation | 72.4% |
| News & Politics | 16.3% | News & Politics | 24.4% | Newspapers | 7.2% | Fashion & Beauty | 32.6% |
| Newspapers | 15.2% | Gardening | 17.2% | Science | 6.6% | History | 29.1% |
| Art & Culture | 13.9% | Business & Finance | 14.7% | Art & Culture | 3.9% | Crosswords & Sudoku | 25.7% |
| Business & Finance | 12.3% | Craft & DIY | 14.7% | TV, Film & Cinema | 2.9% | Hobbies & Collecting | 25.1% |
| Gardening | 9.4% | Newspapers | 17.4% | Crosswords & Sudoku | 1.9% | Art & Culture | 24.1% |
| Lifestyle | 8.2% | Art & Culture | 13.9% | Fashion & Beauty | 1.5% | Craft & DIY | 17.6% |
| Interior Design & Architecture | 7.6% | Education & Tutorials | 9.2% | Lifestyle | 1.4% | Interior Design & Architecture | 17.2% |
| Home & Renovation | 7.2% | Celebrity & Entertainment | 7.2% | Disney | 1.3% | Gardening | 16.7% |
| Craft & DIY | 5.0% | Interior Design & Architecture | 7.1% | Business & Finance | 1.2% | Science | 14.7% |

International readership



22%

Magazines

12%

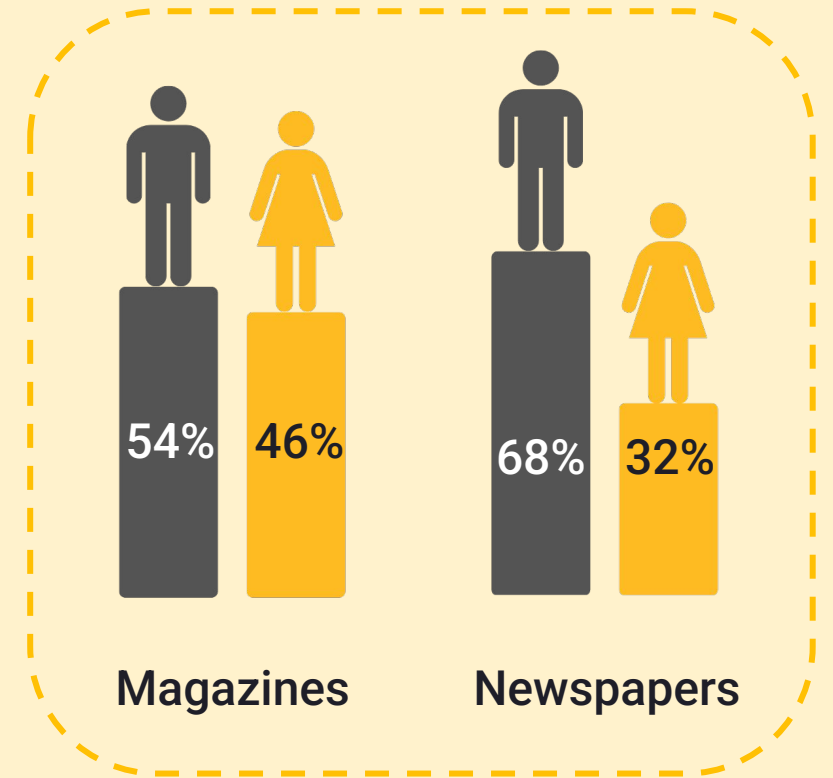
Newspapers

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.

Average age

| | Magazine | Newspaper | Total reading |
|---------|----------|-----------|---------------|
| Global | 54 | 57 | 54 |
| Germany | 52 | 55 | 52 |
| UK | 54 | 58 | 55 |
| Sweden | 58 | 61 | 58 |

Gender split

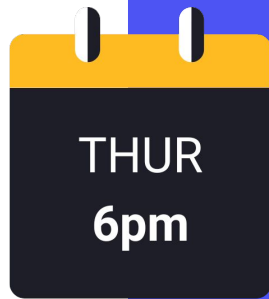


Newspapers are predominantly read by men, consistent with broader media consumption.

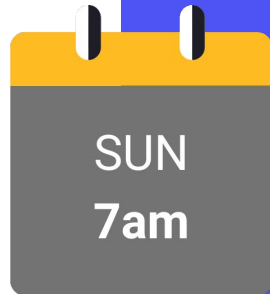


Peak reading time

Magazines



Newspapers



The average subscriber spends **9 hours** per month using **Readly**.

2

10

Back issues

Two out of ten magazine issues read on Readly are back issues. For newspapers it's about one in ten.

13

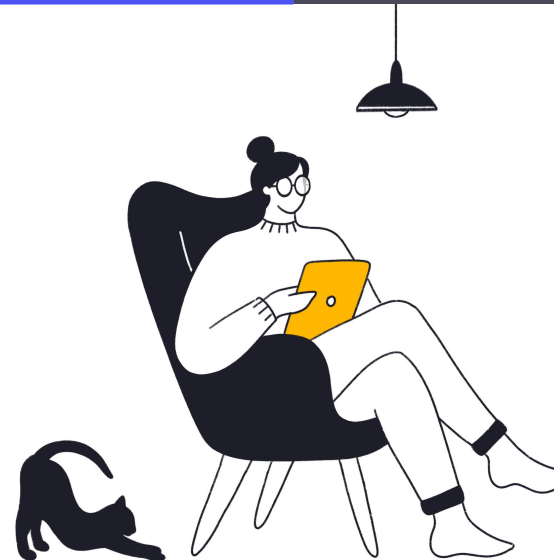
Read titles

In average subscriber reads 13 different magazines and newspaper titles per month

20

Session length

The average reading session across all users lasts 20 minutes.



Top categories

1. Celebrity (2%)
2. Lifestyle (8%)
3. Cars & Motoring (-1%)
4. Food & Drink (4%)
5. Interior design (8%)

Top read articles*



1. Zusammenbruch... und Boris ist schuld!
2. Zeitgeist
3. Grosse Smartphone-Rangliste



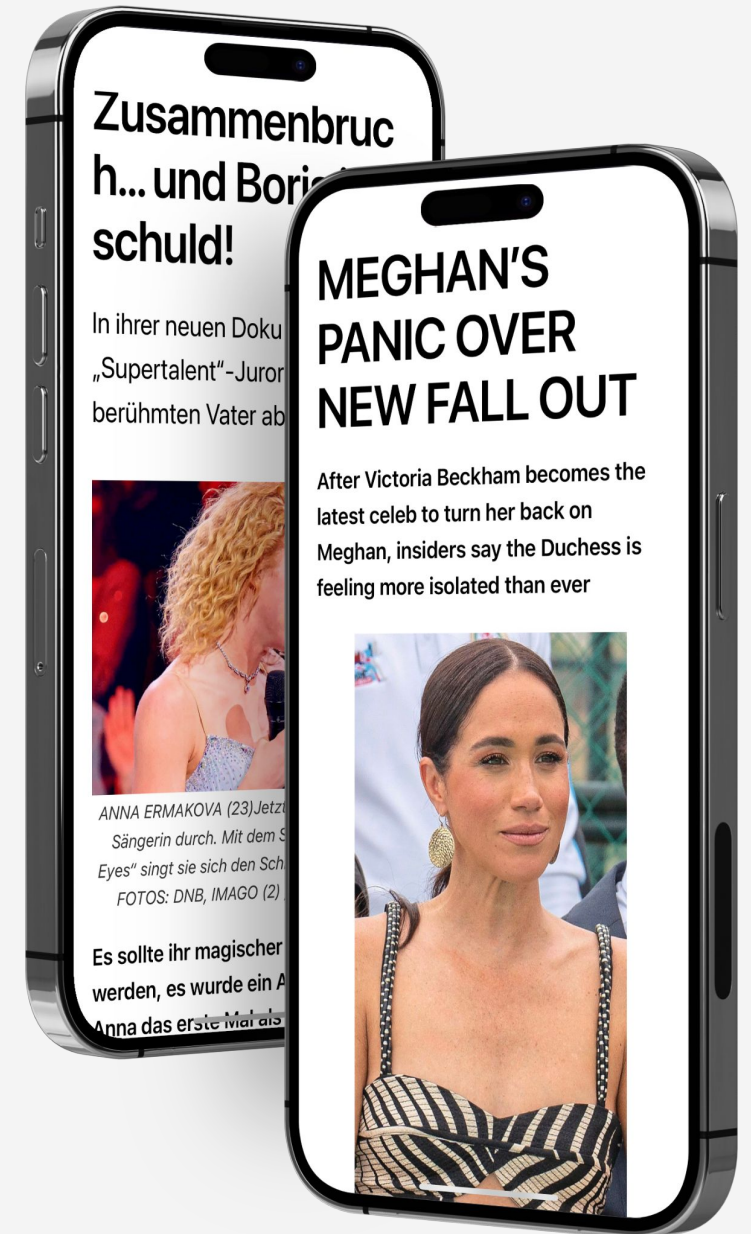
1. Meghan's panic over new fall out
2. Poor Ruth?
3. The secret sadness that drove Claudia to quit



1. Mörka anklagelserna mot Julia Roberts: "ligger bakom sin systems död!"
2. Utländsk press om statsbesöket: Flydde från otrohetskandalen
3. Så bra är kabelfria roboten

Topics spanning from tech trends to celebrity gossip, underscore Ready's diverse user base. The article format enables personalised recommendations with relevant reading from across a wide range of different magazines and newspapers.

* standalone articles and mobile optimised article reading,





Device usage

- article vs issue reading*

Article reading

- Mobile: 45%
- Tablet: 55%

Issue reading

- Mobile: 18%
- Tablet: 82%

These numbers show that article reading is more common on mobile devices (45%) compared to issue reading (18%).

This suggests that the article format is better suited for on-the-go reading, offering convenience, quick access, and shorter reading sessions.

In contrast, issue reading, dominated by tablet users (82%), reflects a preference for longer, more immersive reading experiences better suited to larger screens.

Audio on Readly

Germany: Playboy



UK: Good Housekeeping



Sweden: Råd & Rön



Most popular audio articles



39,000
total audio
portfolio

6pm
Peak listening
time

28,000
total listening events
in core markets

Top categories

1. News & Politics
2. Celebrity & Entertainment
3. Lifestyle

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: Germany

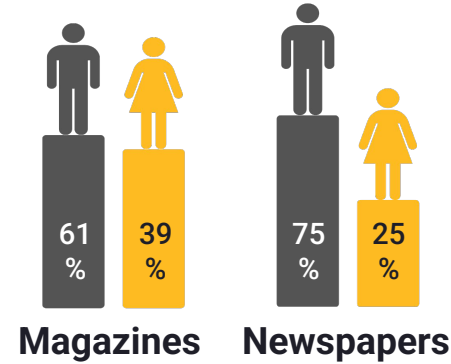
Total readership

- 88M issues incl. both magazines and newspapers.
- 14% are foreign titles.
- Mobile reading; magazines 18%, newspapers 19%.
- 21% back issue reading*.

Most read categories

| | | |
|---|-----------------------|-----|
| 1 | Celeb & Entertainment | +7% |
| 2 | Lifestyle | +7% |
| 3 | Cars & Motoring | +1% |

Readers gender split



Avg session per category (min)

| | |
|----------------------------|---------|
| History | 29 (29) |
| News & Politics | 24 (23) |
| Business & Finance | 21 (20) |
| Cars & Motoring | 19 (19) |
| Running, Cycling & Fitness | 18 (18) |
| Tech | 17 (16) |
| Lifestyle | 16 (15) |
| Celebrity & Entertainment | 16 (15) |
| Health & Wellness | 16 (13) |
| Gardening | 15 (14) |
| Home & Renovation | 12 (12) |
| Food & Drink | 10 (10) |

Highest readership



Highest readership



Most favoredited



Most bookmarked





Reading Snapshot: the UK

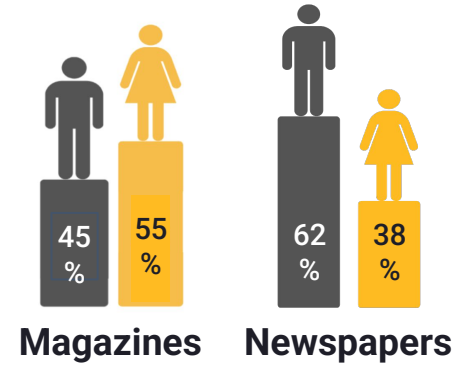
Total readership

- 26M issues incl. both magazines and newspapers.
- 13% are foreign titles.
- Mobile reading; magazines 19%, newspapers 16%.
- 20% back issue reading*

Most read categories

| | | |
|---|-----------------------|-----|
| 1 | Celeb & Entertainment | -5% |
| 2 | Lifestyle | +1% |
| 3 | Cars & Motoring | -6% |

Readers gender split



Avg session per category (min)

| | |
|----------------------------|---------|
| TV, Film & Cinema | 27 (26) |
| Science | 20 (20) |
| Cars & Motoring | 19 (18) |
| Tech | 18 (17) |
| Running, Cycling & Fitness | 16 (16) |
| Gardening | 16 (15) |
| Home & Renovation | 15 (14) |
| Interior Design | 16 (14) |
| Lifestyle | 16 (12) |
| Travel & Regional | 14 (14) |
| Celebrity & Entertainment | 14 (11) |
| Food & Drink | 12 (11) |

Highest readership



Highest readership



Most favored



Most bookmarked



*Magazines only



Reading Snapshot: Sweden

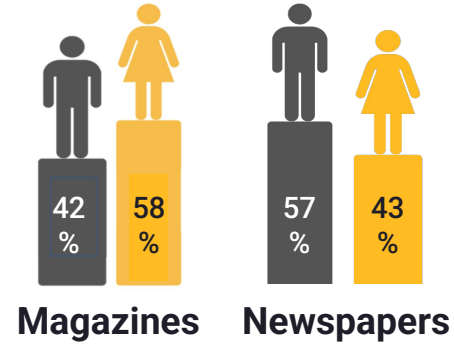
Total readership

- 38M issues incl. both magazines and newspapers.
- 14% are foreign titles.
- Mobile reading; magazines 20%, newspapers 16%.
- 17% back issue reading*

Most read categories

| | | |
|---|-----------------------|------|
| 1 | Lifestyle | +15% |
| 2 | Celeb & Entertainment | -5% |
| 3 | Interior Design | +17% |

Readers gender split



Avg session per category (min)

| | |
|---------------------------|---------|
| Cars & Motoring | 20 (18) |
| Celebrity & Entertainment | 19 (19) |
| Lifestyle | 18 (17) |
| Health & Wellness | 16 (17) |
| Fashion & Beauty | 16 (16) |
| Education & Tutorials | 16 (16) |
| Tech | 16 (15) |
| Travel & Regional | 15 (15) |
| Gardening | 14 (13) |
| Food & Drink | 13 (12) |
| Home & Renovation | 12 (11) |
| Interior Design | 11 (10) |

Highest readership



Highest readership



Most favored



Most bookmarked



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. |

Get in touch



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