

GADGETS , HEALTH, SMART LIVING & CELEBS TOP THE READLY 2019 REVIEW

The Readly Magazine Review of 2019 reveals what the UK public is interested in.

2019 was a year of uncertainty, change and somewhat turbulent times, but what was on the mind of the UK consumer? It wasn't Boris or Brexit!

Each year, Readly the digital magazine service, tracks which magazines are being read across its portfolio of 4500 titles and which issues have been most popular. The data shows that people are most interested in technology, health, celebs and 'lists' for efficient, smarter living.

The most read issue of the year was T3 '101 Gadgets you can't live without' which included the best ever sound bar and 'becoming an ironman' interview with the founder of the gravity jet suit, a jet engine powered machine which enables the fantasy of flying to become reality.

Technology continues to be popular. Stuff's Smarter Home Living issue detailing '45 Gadgets to automate your life' came in second place showing the UK public is getting behind this trend. Ipad User, with its best free ipad apps, came in fourth place showing that contrary to what industry commentators are saying, the tablet is still alive and has not been flattened by the mobile.

Women's Health and Men's Health both came in the top 10 most read issues showing that physical and mental wellbeing continues to be a hot theme and inspiration from celebrities is key. Top issues included the cover and interview with Rochelle Humes on her 'fresh approach to body image' and Game of Thrones star Jaime Lannister on 'feeling his best at 48'.

Our appetite for reading about the Royals shows no sign of dwindling even though their popularity at times this past year has. HELLO!'s issue 'Welcome to World baby Archie Sussex' with a photo album of the royal baby with Prince Harry and Meghan and the wider royal family was the fifth most popular issue of the year.

The most popular issues of 2019:

1. T3: 101 Gadget you can't live without
2. Stuff: Smarter Home Living
3. Women's Health: the naked issue
4. iPad User Magazine: best free iPad apps
5. HELLO! Welcome to the World little Archie
6. Cosmopolitan: the making of Dani Dyer & are we all adulter-ish?
7. Good Housekeeping: Fern Britton new adventures
8. Delicious: easy one pots, 100 recipes you'll love forever bookazine
9. GQ: World Exclusive with Robert De Niro
10. Men's Health: fit at any age

Ranj Begley, UK Managing Director and Chief Content Officer at Readly said: *"It's been a year of anticipation for the nation. In periods like this, our readers tend to focus on personal interests, hobbies and celebrities. The issues which have caught the imagination of our readers tend to fuel a passion or offer a form of inspiration, education or escapism. It will be interesting to see what engages readers most throughout the year ahead."*

The top magazine titles of 2019

The most read digital titles across all magazine categories on the Readly app were:

1. T3
2. Stuff
3. Good Housekeeping
4. Woman & Home

5. HELLO!

The most read international titles of 2019

The data also included the most read international titles by UK Readly subscribers. These were:

1. Playboy
2. Maxim
3. Easy Food
4. The Week
5. Men's Journal

Readly is a digital subscription service that lets customers have unlimited, "all-you-can-read" access to thousands of national and international magazines in one app – both streamed and downloaded.

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