



## Home & DIY reading has boomed this year - Readly's toplists of 2020 revealed

**During 2020 over 140,000 issues of magazines were distributed and read 99 million times on Readly digital magazine app. The subjects and articles that captured the attention of UK readers this year were home-related activities such as DIY, craft and cooking but travel and motoring also made the top five. European category leader in digital magazines, Readly sums up the British reading habits for 2020.**

Every year Readly analyses British reading habits of the 5000 magazines on the platform. Insights from 2020 show that the DIY & craft category, food & drink and interior design have increased the most in the UK and show a similar pattern globally. Looking back on the years most read articles and subjects, travel restrictions and lockdown have led subscribers to focus more on activities in the home.

### **Most popular categories**

The categories that increased the most during 2020, compared with 2019, measured in the total number of readers in the UK were:

1. Craft & DIY (81 %)
2. Food & Drink (40 %)
3. Interior design (29 %)
4. Travel & regional (18 %)
5. Cars & Motoring (15%)

*– It is noticeable that we have had a different kind of year. The fact that reading trends in subjects such as home renovation, decoration and cooking has increased markedly indicates the need many people have had to keep busy during the year and in*

*particular during the lockdown months. It also reflects that people had more time to spend in their homes, gardens and kitchens. The magazines have been used as a great source of inspiration and knowledge for various projects and I think this reading trend will continue well into next year, says **Chris Couchman, Content Lead UK for Readly.***

### **Most read articles in 2020**

This year's analysis of the most read articles on Readly globally has also shown a clear link to the trends during the pandemic, from the purchase of new pets to the best bread recipes as well as gardening tips and tricks. The articles were:

- "How to tell what a cat is thinking" from *How it Works*.
- "The accidental gardener" from *Country Living - UK*
- "Worst dates ever" from *Cosmopolitan UK*
- "Your home-guide to sourdough" from *BBC Good Food*
- "Modern Manners", how to deal with nosy neighbours from *The Lady*

*– 2020 has laid the foundation for many to discover new areas of interest. Those who have discovered their passion for sourdough, replanted their gardens or acquired pets will probably continue to spend time on their hobbies in 2021 too, says **Chris Couchman, Content Lead UK for Readly.***

Readly has 5,000 magazines available to read on the app and a growing portfolio of national newspapers. The most read articles for the UK can be found here:

<https://storiesgb.readly.com/introducing-readlymoments/>

Visit [www.readly.com](http://www.readly.com) for more information.

**-ENDS-**

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**About Readly** Readly is a digital subscription service that lets customers have unlimited access to nearly 5,000 national and international magazine titles - all in one app. Founded by Joel Wikell in Sweden in 2012, Readly is today one of the leading companies in digital magazine subscriptions in Europe with users in 50 markets. In collaboration with around 800 publishers worldwide, Readly is digitizing the magazine industry. Our purpose is to bring the magic of magazines into the future, enabling the discovery and survival of quality content. During 2020 Readly distributed more than 140,000 issues of magazines that have been read 99 million times.