



Readly Exclusive: top Swedish interior magazines launched to global audience

Readly partners with publishers to create English language editions of popular Swedish magazines

Readly, the digital magazine subscription service, has partnered with Swedish publishing houses Egmont Publishing and Aller media to enable them to release new and exclusive editions of their magazines in English to global audiences. With focus on Scandinavian interior design, Readly will launch an exclusive “Hus & Hem - Scandinavian Interior” magazine as well as release a new edition of renowned bookazine “My Residence” in July.

As many publishers work to diversify their revenue streams and find new ways of providing services to audiences, digital magazine app Readly is continuing to partner with them to find new and innovative ways to connect with readers on both existing and new markets. Readly data has demonstrated that 10% of subscribers read foreign titles (titles not from their own market) and there is a huge potential for magazines to capture new audiences across markets. This is particular apparent with home and interiors titles - with aspirational design imagery appealing to audiences around the world. In the UK alone - the readership of homes and renovation magazines during lockdown increased by 48 percent on Readly.

With strong international appeal of Scandinavian design, as well as to cater to the continued interest of Readly subscribers in the home & renovation and interior categories, Swedish

publishing house Egmont Publishing has created an English language edition of its popular Swedish magazine *Hus & Hem* (translated as: *House and Home*). The new magazine, *Hus & Hem - Scandinavian Interior*, will highlight and celebrate Scandinavian design, providing inside access to private homes of influential contemporary designers and give expert advice on how to create the authentic 'Scandi look'. The magazine will be exclusively available on Readly globally from the 9th July.

"Estelle Ejdeholm, publisher of Hus & Hem - Scandinavian Interior, says: "I am very proud of the magazine - now available globally to audiences in English. It feels good to be able to increase the knowledge of Scandinavian design – both the historical heritage and the work of contemporary designers. For instance, we highlight the 'Swedish Modern' – which is a unique interpretation of functionalism with comfort, convenience and craft alongside the more typical minimalist style. This magazine is packed full of inspiration, information and ideas featuring amazing homes and collectable design. I hope the readers will enjoy it and feel inspired by all things Scandinavian!"

Another renowned Swedish interior design magazine, *My Residence*, is a special edition bookazine from Swedish interior magazine, *Residence*. Published annually by Aller media, this unique title features beautiful Scandinavian homes and interior design to take inspiration from, and offers expert advice and opinions from design professionals, architects and creators. The publication appeared as a one-off on Readly in 2016, but is now being made available again globally, also from the 9th of July. Back issues from 2017, 2018 and 2019 will also be made available on Readly.

Asa Liligren, editor in Chief of My Residence, says: "It feels great to launch My Residence on Readly. The magazine has been very appreciated by international readers since the first issue and we are happy to reach new readers with the wider distribution. In My Residence we present the very best of Scandinavian design, architecture and living. It is an exclusive bookazine with the best there is from Scandinavia - with love!"

A third Scandinavian interior design magazine, *Form Magazine*, the leading architecture and design magazine in Scandinavia, published six times a year, is also available to global audiences in English through Readly. With a number of prestigious awards, the magazine covers a range of topics in Nordics design, with inspiration for professional architects and designers alike.

Ranj Begley, UK Managing Director and Chief Content Officer at Readly, says: "We are delighted to launch some of the most popular Scandinavian interior magazines to global audiences. The analysis of our data and reader behaviour shows that there is great interest and potential for this type of initiative - with strong appetite for people wanting to read content that is not local or native to them.

"English is one of the most widely spoken languages across the world, and we have found on our platform that a lot of readers in other countries will actively read British publications. By translating some of our top performing Scandinavian interiors magazines into English it provides further global appeal to these titles - attracting new audiences - which is of huge appeal to our publishers."

Readly is today a digital partner to 800 publishers worldwide with an inventory of 5,000 magazine titles. Figures show that the magazines on the platform were read 83 million times during 2019. A recent survey among Readly subscribers revealed that only 2 out of 10 chose Readly for a specific magazine - the rest use Readly to access the unlimited reading of the broad portfolio.

For more info see: www.readly.com

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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 2019 Readly distributed more than 120,000 issues of magazines that have been read 83 million times. www.readly.com