



# The Ready Report

2018

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## About the Ready Report

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Every day we get all kinds of questions about how we are doing.

From the start of Ready we have collected a lot of data showing digital magazine consumption and since last year we compile some of it in The Ready Report which shows our user's behaviors and trends.

We believe that everyone with the slightest interest in how, where, when and what people read will find a little gold mine of insights. Enjoy!

Unless stated otherwise, data relates to the period April 2017-March 2018.



# About Readly

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Readly is a digital magazine service that gives customers unlimited access to thousands of national and international magazines in one app. The service offers fast download and easy, intuitive use so that the reader can read magazines online effortlessly. The subscription includes use on up to five devices, allowing the service to be shared among the whole family so that everyone can read their favorite magazines online.

Readly International AB, the company behind the Readly service, is a privately owned company headquartered in Sweden. Formed in 2012, Readly today has offices in Sweden, the UK, USA and Germany and a rapidly growing user base in more than 50 countries, making Readly the world's leading digital platform for reading magazines online. For publishers, Readly represents both additional reader revenues and deep insights into reader behavior.

Visit [www.readly.com](http://www.readly.com) to learn more about Readly.

# Year on year change

**59 744 439**

magazines read (+79%)

**22 Mio. Hours**

spent reading (+182%)

**3 232**

available magazines (+40%)

**+85 000**

magazine issues (+41%)

**21+ min**

average user session

**6,9 hours**

average read time per user per month

# Country snapshot: Sweden

A total of **19 430 909** magazines read (+33%)

**563** Swedish titles available (+32%)

**81 K** Apple and Android apps downloaded in year (-1%).

**15%** of all magazines read by Swedes are foreign titles.

**1,03%** of all sessions include solving a puzzle or crossword.

Users spend an average **21 min** per session and **7.5 hrs** per month.

Approximately **85%** of usage on tablets, **15%** on phones.

## Top Categories

- 1 Celebrity & Entertainment 15.03% (-2,15)
- 2 Women's Interest 14.39% (+1.9)
- 3 Home & Garden 13.47% (+0.93)

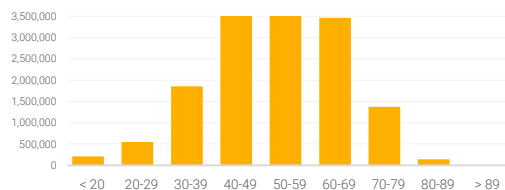
## Top titles by readership



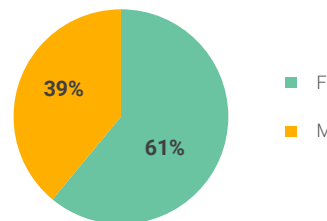
## Most favored



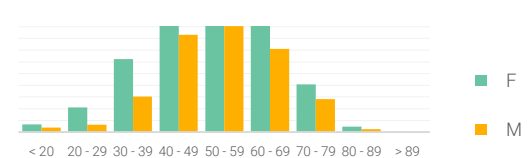
SE – Age, Magazines opened



SE – Gender, Magazines opened



SE – Age and Gender, Magazines opened



# Country snapshot: Great Britain

A total of **13 488 380** magazines read (+80%)

**1009** British titles available (+30%)

**167.4 K** Apple and Android apps downloaded in year (+55%).

**8.1%** (+0.6) of all magazines read by British users are foreign titles.

**0,54%** of all sessions include solving a puzzle or crossword.

Users spend an average **21.8 min** per session and **6.9 hrs** per month.

Approximately **89%** of usage on tablets, **11%** on phones\*.

## Top Categories

- 1 Women's Interest 15,41% (-0.14)
- 2 Celebrity & Entertainment 13.43% (-0.18)
- 3 Home & Garden 5.88% (+0.32)

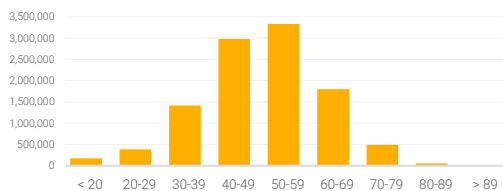
## Top titles by readership



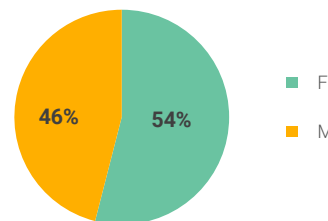
## Most favored



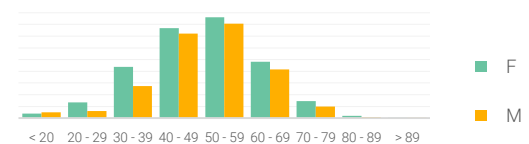
GB – Age, Magazines opened



GB – Gender, Magazines opened



GB – Age and Gender, Magazines opened



# Country snapshot: Germany

A total of **22 795 655** magazines read (+229%)

**819** German titles available (+56%)

**165K** Apple and Android apps downloaded (+64%).

**13%** (+0,8) of all magazines read by German users are foreign titles.

**1,01%** of all sessions include solving a puzzle or crossword.

Users spend an average **20.8 min** per session and **7.5 hrs** per month.

Approximately **89%** of usage from tablets, **11%** on phones.

## Top Categories

- 1 Women's Interest 11.65% (-1.73)
- 2 Men's Interest 11,28% (+0.02)
- 3 Tech, Gadgets & Home Entertainment 6.94% (-0.02)

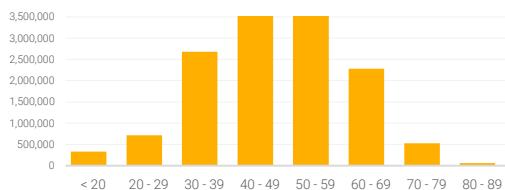
## Top titles by readership



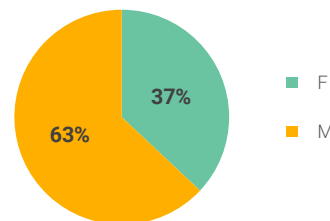
## Most favored



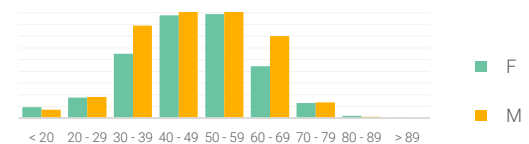
DE – Age, Magazines opened



DE – Gender, Magazines opened



DE – Age and Gender, Magazines opened



# Top 10 countries, usage\*

#	Country	Previous year	y/y change
1	Germany	(2)	+130 %
2	Sweden	(1)	+33 %
3	Great Britain	(3)	+80 %
4	Austria	(5)	+ 547 %
5	United States	(4)	+245%
6	Finland	(6)	+22%
7	Norway	(7)	+10%
8	Ireland	(8)	+120%
9	Switzerland	(10)	+240%
10	Luxembourg	-	+193%

\*Usage: total volume of magazines read by paid subscribers.



## Our comment:

For the first time Germany surpasses Sweden - our oldest market. All markets have a steady growth with new market Austria standing out in particular.

In US our partnership with AT&T has been a success.



# Top 10 countries, number of magazines

#	Country	Available Titles	y/y change
1	Great Britain	1009	+19%
2	Germany	819	+23%
3	Sweden	563	+13%
4	USA	401	+2%
5	Norway	294	+126%
6	Austria	124	+70%
7	India	56	+2%
8	Turkey	38	0%
9	Ireland	23	+21%
10	France	16	+0%



## Our comment:

All markets except Turkey and France are increasing the number of local titles available, to the benefit of customers worldwide (since everything can be read anywhere).

Countries ranked by number of distinct titles available. In total more than 3000 titles across all markets.

# Top 10 categories worldwide

#	Category	Popularity		Change
1	Women's Interest	13,08 %	(13,42 %)	-0,34
2	Celebrity & Entertainment	10,37 %	(12,57 %)	-2,2
3	Home & Garden	7,16 %	(7,66 %)	-0,5
4	Men's Interest	7 %	(5,73 %)	+1,27
5	Food & Drink	5,94 %	(6,74 %)	-0,8
6	Tech, Gadgets & Home Entertainment	5,58 %	(5,26 %)	-0,32
7	Fashion & Beauty	5,46 %	(5,97 %)	-0,51
8	Automotive	5,03 %	(4,91 %)	+0,12
9	Sports, Outdoors & Recreation	4,06 %	(4,03 %)	+0,03
10	Health & Fitness	3,24 %	(3,81 %)	-0,57



## Our comment:

Women's interest and Celebrities are still strong categories. Their relatively big share can in part also be attributed to more weeklies in these categories.

Total opened issues in each category/total opened issues.

A magazine can be included in one or more of Ready's 34 different categories.

# Top 10 categories ranked by country

#	Category	SE	GB	DE	US	AT	FI	NO	IE	DK	CH
1	Women's Interest	2	1	1	2	1	1	2	1	5	2
2	Celebrity & Entertainment	1	2	4	3	4	3	6	2	7	4
3	Home & Garden	3	3	10	-	-	2	3	4	4	-
4	Men's Interest	10	-	2	1	2	-	5	10	2	1
5	Food & Drink	4	9	9	-	-	4	8	8	9	-
6	Tech, Gadgets & Home Entertainment	8	6	3	6	3	10	4	5	1	3
7	Fashion & Beauty	5	5	8	5	7	5	9	3	8	8
8	Automotive	7	4	5	8	6	7	1	6	3	5
9	Sports, Outdoors & Recreation	-	7	6	9	8	9	7	7	6	7
10	Health & Fitness	9	8	-	7	-	8	-	9	-	-



## Our comment:

The appetite for Women's interest & Gossip titles is strong everywhere with the notable exceptions of Denmark.

Men's Interest is growing in popularity, ranking no. 1 in both the US and Switzerland.

Categories ranked by their respective share of total consumption, by market. Availability of local titles in each category varies between markets

# Average monthly usage by country (hrs)

#	Category	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
-	<b>Overall average</b>	6,5	6,5	6,0	6,7	6,9	6,6	7,2	6,8	6,7	7,1	6,8	7,2
	Sweden	7,7	7,5	7,1	7,7	7,5	7,2	7,8	7,9	7,8	8,6	7,9	8,4
	Germany	7,6	7,3	7,1	7,5	7,6	7,0	7,8	7,3	7,2	7,7	7,4	8,1
	Great Britain	7,1	6,9	6,3	6,6	7,0	6,4	6,7	6,4	6,3	7,1	6,6	7,0
	USA	1,2	1,3	1,2	1,5	1,6	1,6	1,7	1,4	1,4	1,4	1,3	1,4
	Austria	6,3	6,8	6,8	7,9	8,1	7,6	8,1	7,9	7,8	8,1	8,0	8,3
	Ireland	7,5	7,4	6,8	6,8	7,0	6,7	6,7	6,4	6,6	6,9	6,2	7,2
	Rest of World	6,5	6,2	5,9	6,6	6,6	6,1	6,7	6,6	6,7	7,1	6,7	7,0



## Our comment:

Overall Ready customers spend a lot of time reading magazines. The differences between months and countries are generally more difficult to explain but can largely be attributed to a combination of calendar effects, holidays and campaign activities.

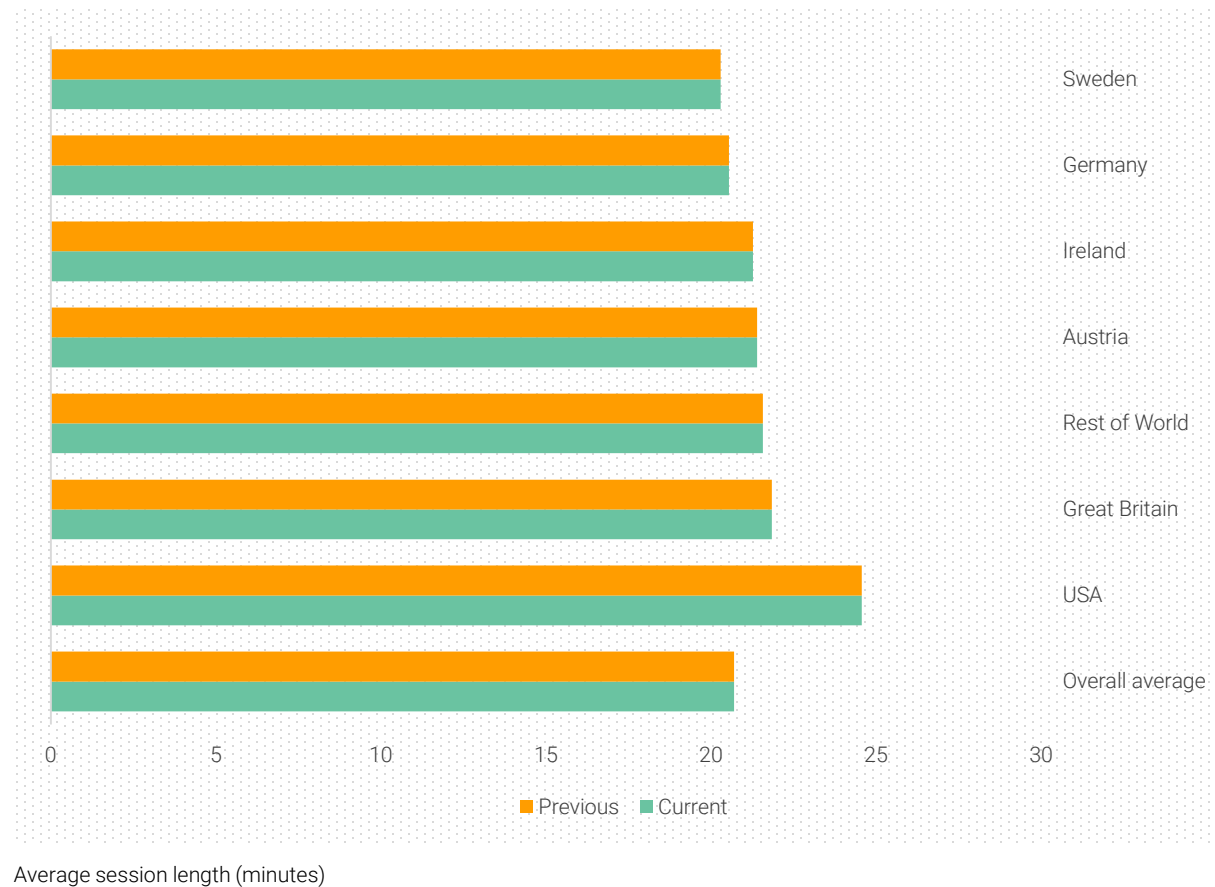
Average session length (minutes)

# Average time per session by country

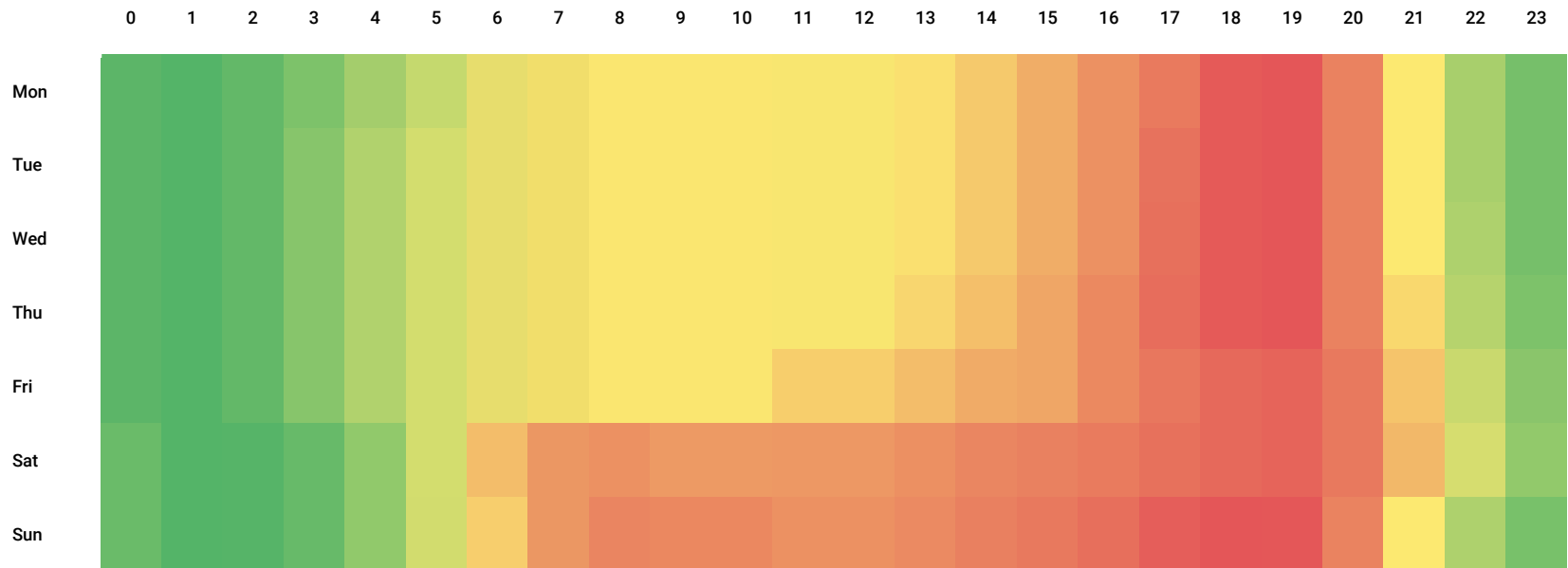


## Our comment:

The average user session is stable between markets and over time: users read magazines in chunks of  $\approx 20+$  minutes at a time.



# Favourite reading times



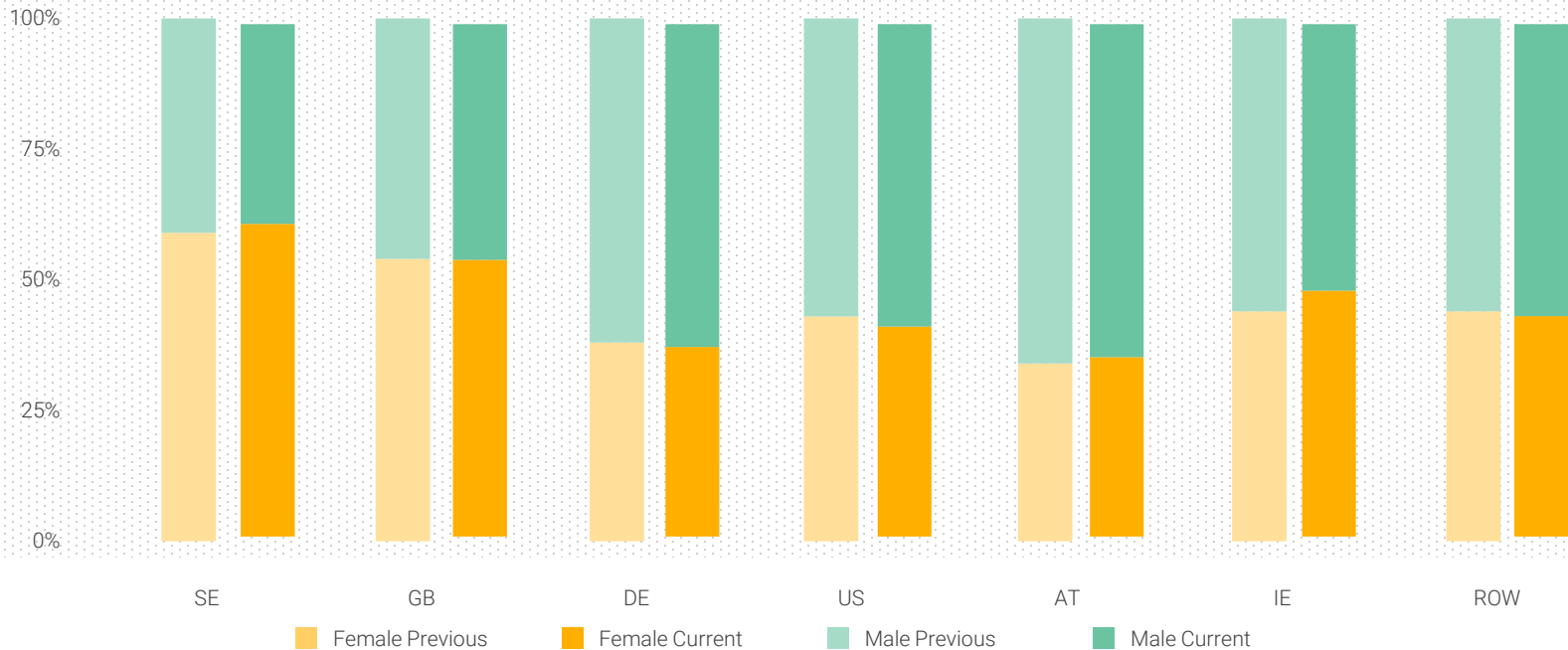
Usage by time of day, time adjusted for time zones.



## Our comment:

Ready users read all day but the bulk of time spent is in the evenings (except for weekends where time is more evenly spent throughout the day)..

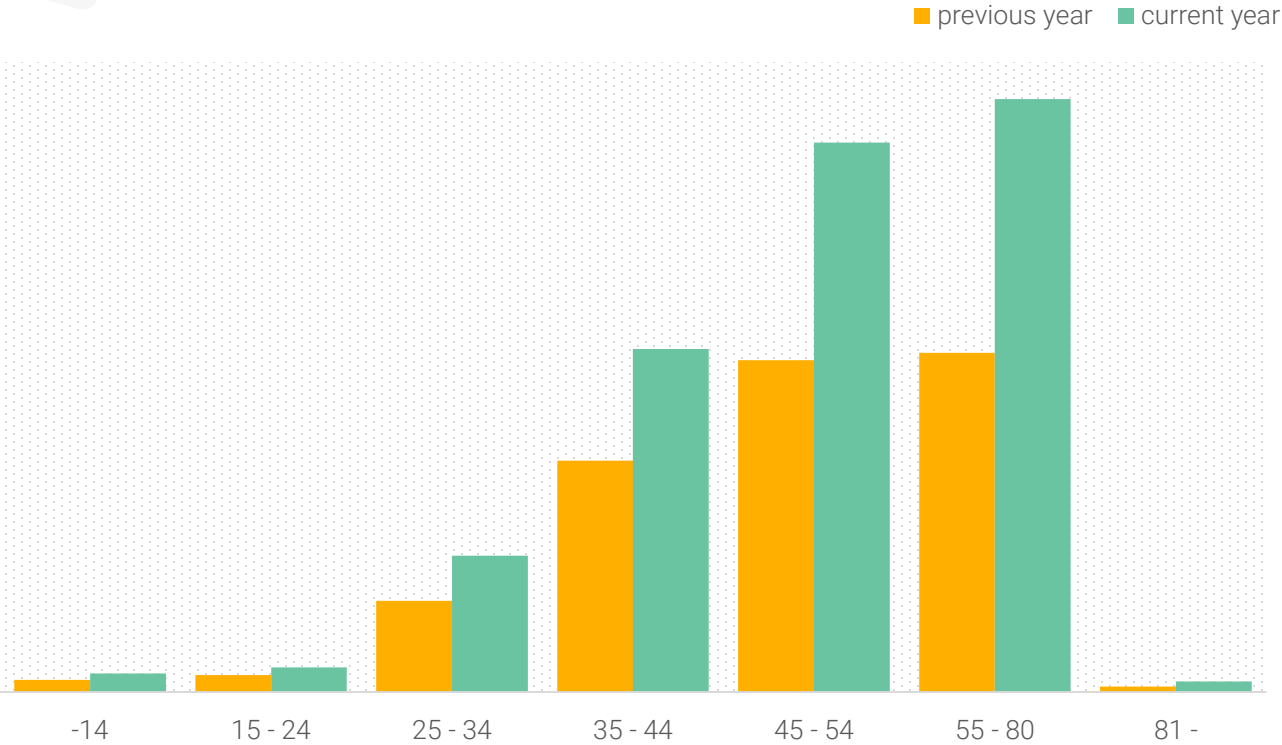
# Usage by gender in each country



## Our comment:

The overall trend is that female Ready-usage increases over time. It is (of course) also heavily impacted by the type of titles available.

# Issues read by age (y/y trend)



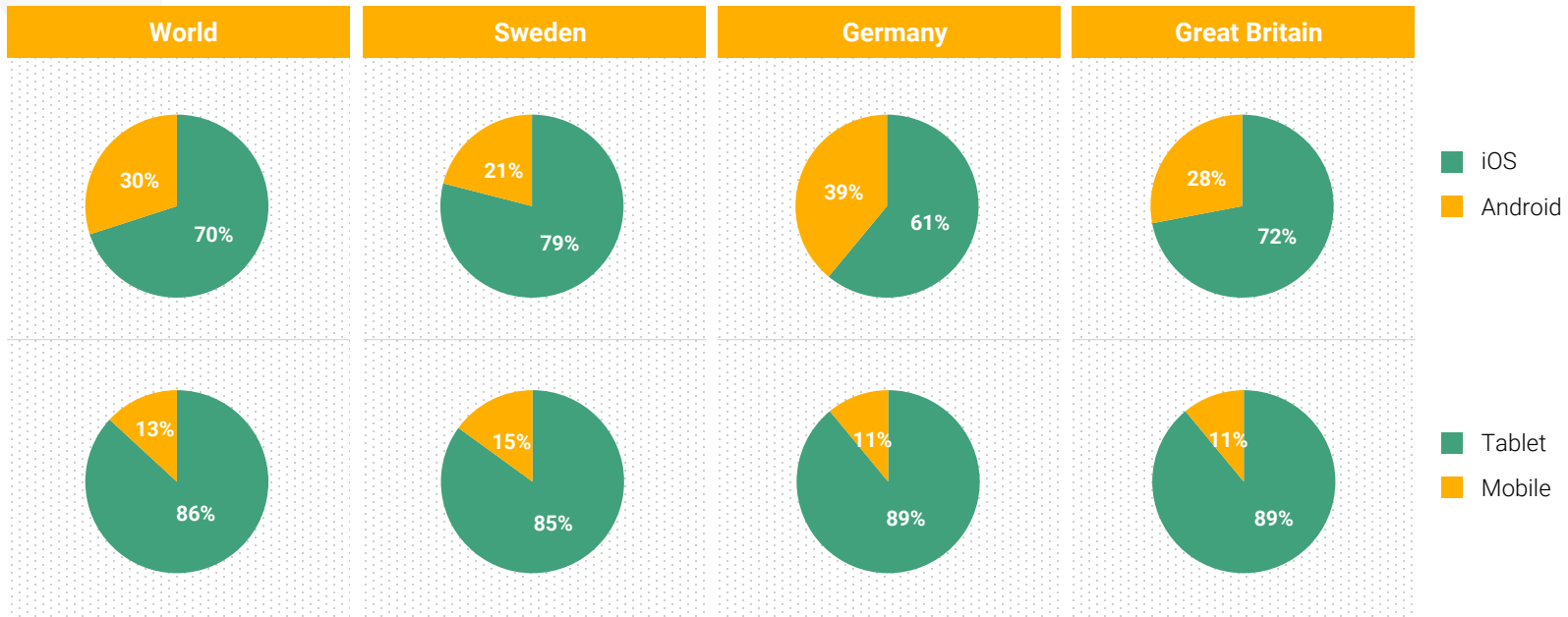
**Our comment:**

Ages 35+ still account for the majority of all reading. All age groups show good growth.

Volume of issues opened by people in each age group.



# Operating systems & type of device\*



% of total issues opened.  
 \*Type of device is based on iOS only



## Our comment:

Germany is the country where Android is the strongest with a 39% share of usage. Mobile usage has increased a few percentages in each market from last year.

# Most popular titles



## Our comment:

Celebrity-titles are staying strong everywhere both due to strong interest and to higher frequency in general.

#	Sweden	+/-	#	Great Britain	+/-	#	Germany	+/-
1	Hänt Extra	1	1	HELLO!	1	1	inTouch - DE	0
2	Hänt i Veckan	-1	2	OK!	-1	2	Closer - DE	0
3	Svensk Damtidning	0	3	Heat	3	3	COMPUTER BILD	0
4	Klick!	0	4	Closer UK	-1	4	auto motor und sport	0
5	Extra	1	5	Autocar	0	5	Die Aktuelle	1
6	Leva & Bo	-1	6	Bella	1	6	BILD der FRAU	1
7	Aftonbladet Söndag	1	7	Woman	new	7	SPORT BILD	new
8	Expressen Söndag	-1	8	Woman's Own Magazine International	0	8	selbst ist der Mann	1
9	Veckans NU	1	9	Best - UK	new	9	Auto Zeitung	1
10	Allas	new	10	Now Magazine International	0	10	Bravo	-2

Titles ranked by number of read issues, change in rank from previous year.

# Most popular titles by gender



Male and Female Readly users have different interests...

**Our comment:**

## Sweden

#	Female	Male
1	Hänt Extra	Vi Bilägare
2	Hänt i Veckan	Råd & Rön
3	Svensk Damtidning	Hänt i Veckan
4	Klick!	Hänt Extra
5	Leva & Bo	Klick!
6	Extra	M3
7	Aftonbladet Söndag	Extra
8	Expressen Söndag	Expressen Söndag
9	Veckans NU	Aftonbladet Söndag
10	Allas	Ljud & Bild

## Great Britain

#	Female	Male
1	OK!	Autocar
2	HELLO!	T3
3	Closer UK	Stuff
4	Heat	What Car?
5	Woman	MCN
6	Bella	Playboy
7	Woman's Own Magazine International	What Hi-Fi? Sound and Vision
8	Best - UK	Amateur Photographer Magazine
9	Now	Classic Car Weekly
10	Look	Commando

## Germany

#	Female	Male
1	inTouch - DE	COMPUTER BILD
2	Closer - DE	auto motor und sport
3	Die Aktuelle	SPORT BILD
4	BILD der FRAU	Auto Zeitung
5	Frau im Spiegel	selbst ist der Mann
6	tina	inTouch - DE
7	das neue	Playboy
8	Laura	Börse Online
9	Bella	Kicker Montag
10	Frau Aktuell	Bravo

Most read titles, by gender, by country of user. Profile based.

# Most favorited titles, by gender



## Our comment:

The differences between genders are even bigger when looking at what users mark as "Favorites" in the app. Also, note the difference between what is marked as favorite and actual usage - several of the most favorited titles don't make the "reading top list".

## Sweden

#	Female	Male
1	Allt om mat	Privata affärer
2	Amelia	M3
3	Damernas Värld	Auto Motor & Sport
4	Sköna hem	Råd & Rön
5	Allt i Hemmet	Vi Bilägare
6	Leva & Bo	PC för Alla
7	Tara	Allt om Vetenskap
8	Allt om trädgård	King
9	Hänt Extra	Datormagazin
10	M-Magasin	Ljud & Bild

## Great Britain

#	Female	Male
1	Good Housekeeping - UK	T3
2	BBC Good Food	Stuff
3	HELLO!	What Car?
4	Woman & Home	Autocar
5	OK!	Men's Health - UK
6	Heat	What Hi-Fi? Sound and Vision
7	Closer UK	Time Magazine EU
8	Women's Health	Top Gear
9	Cosmopolitan - UK	Total Film Magazine
10	Woman	How It Works

## Germany

#	Female	Male
1	eathealthy	CHIP
2	EatSmarter!	COMPUTER BILD
3	Laura WOHNEN Kreativ	Connect
4	LandIDEE	AUTO BILD
5	inTouch - DE	auto motor und sport
6	Lecker	Welt der wunder
7	WOHNIDEE	Heimwerker Praxis
8	LandIDEE Wohnen & Deko	PC-WELT Sonderheft
9	LandGenuss	Bild der wissenschaft
10	Mein ZauberTopf	iPhone & iPad

Titles "favorited" the most by gender and country of user.

# Titles where users spend most time



## Our comment:

Average time spent in crosswords and puzzle-titles is significantly higher than in traditional titles. In Sweden (where crosswords are very popular) only not one non-crossword title makes the top 10.

## Sweden

#	All titles	Excl. puzzles
1	Sudoku	Spännande Historia
2	Lätt & Lagom	Ljuva Minnen
3	Korsord	Historiska Ögonblick
4	Sudoku för alla	Aftonbladet Palme – 30 år sedan mordet
5	Nybörjarkryss	Historiska Brott & Mysterier
6	Mästarkryss	BBC Historia
7	Aftonbladet Kryss Special	AoV Tema Historia
8	Lätta Kryss	Aftonbladet Fantasy
9	Bra Korsord	Aftonbladet Mord & Mysterier
10	Julkryss	Sveriges Historia

## Great Britain

#	All titles	Excl. puzzles
1	Woman's Weekly Fiction Special Magazine	Woman's Weekly Fiction Special Magazine
2	Lucky Seven Crossword Collection	Cycle Sport Magazine
3	Select Codewords	The People's Friend Special
4	Cycle Sport Magazine	Real Crime
5	The People's Friend Special	Conspiracy Theories
6	PuzzleLife Tectonic	Real Crime Book of Serial Killers
7	Real Crime	Aviation Classics
8	Conspiracy Theories	All About History Book Of Disasters
9	Real Crime Book of Serial Killers	Steam Railway
10	Aviation Classics	Maximum PC

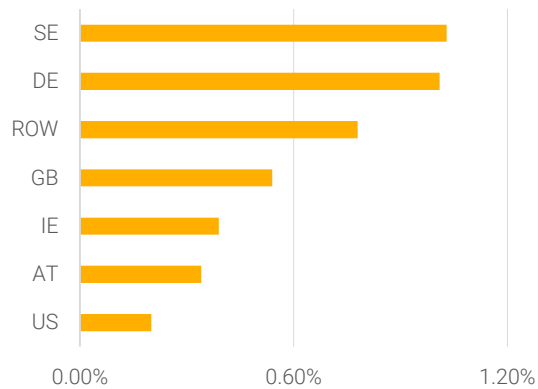
## Germany

#	All titles	Excl. puzzles
1	Bastei Rate-Max	Mein Geheimnis
2	Neue Welt Rätsel	CLARINO
3	Gong Ratefuchs	Clausewitz
4	Das Goldene Blatt-Rätsel	Tagesspiegel Mutter & Kind
5	Mein Geheimnis	Flugzeug Classic
6	CLARINO	HÖRZU Wissen
7	Clausewitz	welt der wunder
8	Tagesspiegel Mutter & Kind	AUTO BILD KLASSIK
9	Die aktuelle Sudoku Spass	Campingbusse
10	Flugzeug Classic	Donna

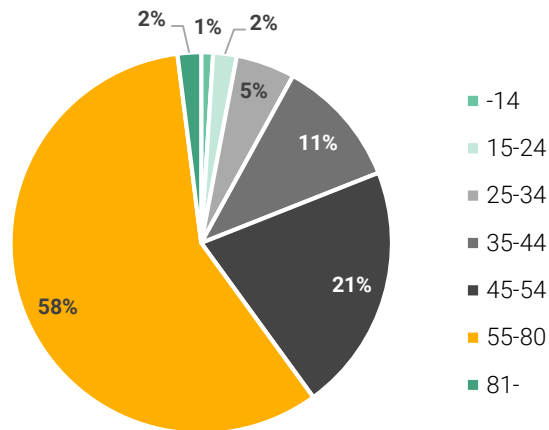
Ranked by average time spent per issue.

# Crosswords & puzzles\*

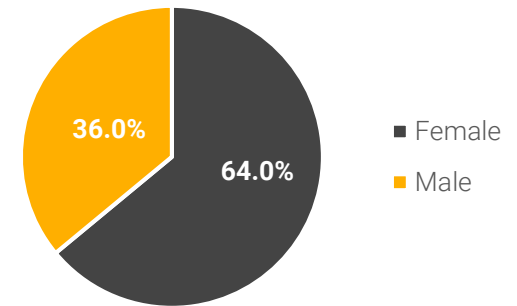
Crossword/puzzle solvers by country (% of total sessions)



Crossword/Puzzle usage by age



Crossword/puzzle solvers by gender



\* In 2017 we used a new tracking for crosswords, why the numbers are differing a bit from last year.

# Thank you!

This and previous Ready reports can be found at  
[www.readly.com/report](http://www.readly.com/report)

Want to know more about Ready, or have a question?  
Send an e-mail to [info@readly.com](mailto:info@readly.com)