

The Readly Trends Report

2025

The Readly Trends Report unveils consumer behaviours and insights in the digital magazine and newspaper landscape. Generating close to 340 million new data points a day, our unique data uncovers how subscribers engage with content across various markets.

About the Report

Time period 1 Nov 2024 to 31 Oct 2025

The data is based on profiles (total paying subscribers) if not stated otherwise.

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 more than 1,000 publishers worldwide to deliver an unparalleled reading experience.



Executive Summary

In 2025, three cultural forces dominate magazine covers on Ready: the pursuit of longevity, the mainstreaming of artificial intelligence, and the rise of pharmaceutical weight-loss drugs as a societal touchpoint.

Beyond cover trends, this year's reading data reveals several notable shifts. Peak magazine reading time has moved from 6 p.m. on Thursdays to 6 p.m. on Wednesdays, reflecting distribution changes in Sweden.

Our audio catalogue has nearly tripled, and total audio reach (listening events) have more than doubled year over year. Listening grows steadily throughout the day and peaks from mid-day to late afternoon, complementing magazine reading, which is strongest in the evenings and weekend mornings. When looking at share of total readership across magazines, *Lifestyle* has become the most-read category on Ready for the first time, overtaking *Celebrity & Entertainment*. However, when using average accounts per issue, which removes the bias from publishing frequency - *Business & Finance* emerges as the most-read magazine category in Germany whereas in the UK, gossip magazines remain at the top. Newspapers rank first in all core markets but the UK.

All of this and much more in the 2025 Trend Report.



Age and forever young

- thriving, not just surviving

In 2025, the fascination with age, longevity and staying “forever young” has become a defining theme across magazine categories. This shift is reflected on Readly, where for the first time the Lifestyle category has overtaken Celebrity & Entertainment as the most read based on total readership, as subscribers increasingly seek guidance on how to live longer and better.

New Scientist tackles the question of “How to live to 100”, while Wired puts the spotlight on experimental approaches to extending life. Titles like YourWellness and Stylist frame longevity as part of holistic living - not only about years added, but about thriving and balance.

The trend also resonates strongly in health and science publications. Forskning & Framsteg asks whether medicine can slow down aging, and Medicinsk Vetenskap explores what it means to stay “young on the inside.” Even financial media tap into the theme. MoneyWeek showcases companies driving healthy aging as a key investment trend.



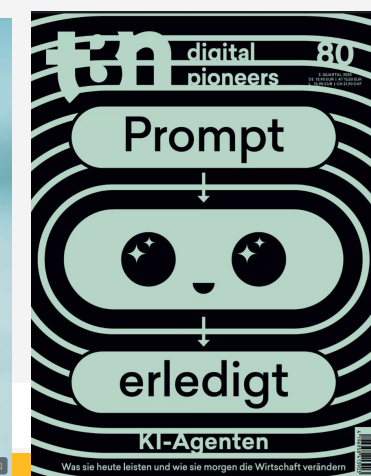
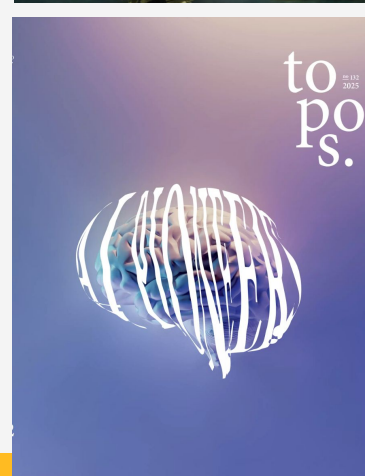
AI

- From Tech Feature to Cultural Force

This is not the first year that AI has dominated magazine covers, but its reach is expanding across an ever-wider range of genres - from its early presence in science and business to now appearing in lifestyle, sports, and food & drink publications. At the same time, the tech magazine category has returned to the global top five most read magazine categories on Readly, reflecting renewed reader interest in technology and AI in particular.

While tech magazines headline stories like "Top 50 AI Tools", sports titles highlight how algorithms are redefining training and talent scouting. Craft Beer & Brewing dives into data-driven brewing and AI-generated recipes and design magazine Topos investigates how AI is transforming urban planning.

Together, these stories show that AI has evolved from a specialist topic into a cultural force.



Diet drugs & future medicine

- Blockbuster drugs blur the line between treatment, trend and the future of care

Once confined to medical journals, the conversation around drugs like Ozempic and Mounjaro now plays out on glossy pages and digital features, reflecting how deeply they intersect with identity, body image, and societal ideals. Publications such as The Guardian Weekly and MoneyWeek explore the dual nature of this phenomenon as both a breakthrough in metabolic science and a billion-dollar industry driven by pharmaceutical innovation.

Cover stories like “Thin End of the Wedge” and “Precision-Engineered Profits” analyze not only the promises of rapid weight loss but also the social and ethical consequences of normalizing it. The Observer adds another layer, spotlighting rising costs, unequal access, and the risk that those most in need are left behind. Meanwhile, titles such as Reader’s Digest broaden the debate, warning of the dangers of overmedication and questioning whether an overreliance on pharmaceutical solutions risks doing more harm than good. Together, these narratives reveal a growing cultural awareness that modern medicine’s greatest challenge may lie not in discovery, but in restraint.



Top 10 categories

Based on average account per issue

Globally

1	Newspaper
2	Business & Finance
3	Lifestyle
4	Food & Drink
5	Interior Design
6	Celebrity & Entertainment
7	Fashion & Beauty
8	Home & Renovation
9	Tech
10	Gardening

Germany

1	Newspaper
2	Business & Finance
3	Celebrity & Entertainment
4	Food & Drink
5	Tech
6	Running, Cycling & Fitness
7	Lifestyle
8	Gardening
9	Cars & Motoring
10	Home & Renovation

UK

1	Celebrity & Entertainment
2	TV, Film & Cinema
3	Lifestyle
4	Newspaper
5	Food & Drink
6	Fashion & Beauty
7	Home & Renovation
8	News & Politics
9	Tech
10	Gardening

Sweden

1	Newspaper
2	Lifestyle
3	Celebrity & Entertainment
4	Fashion & Beauty
5	Education & Tutorials
6	Interior Design
7	Comics
8	Home & Renovation
9	Health & Wellness
10	Gardening

International readership



22%

Magazines

9%

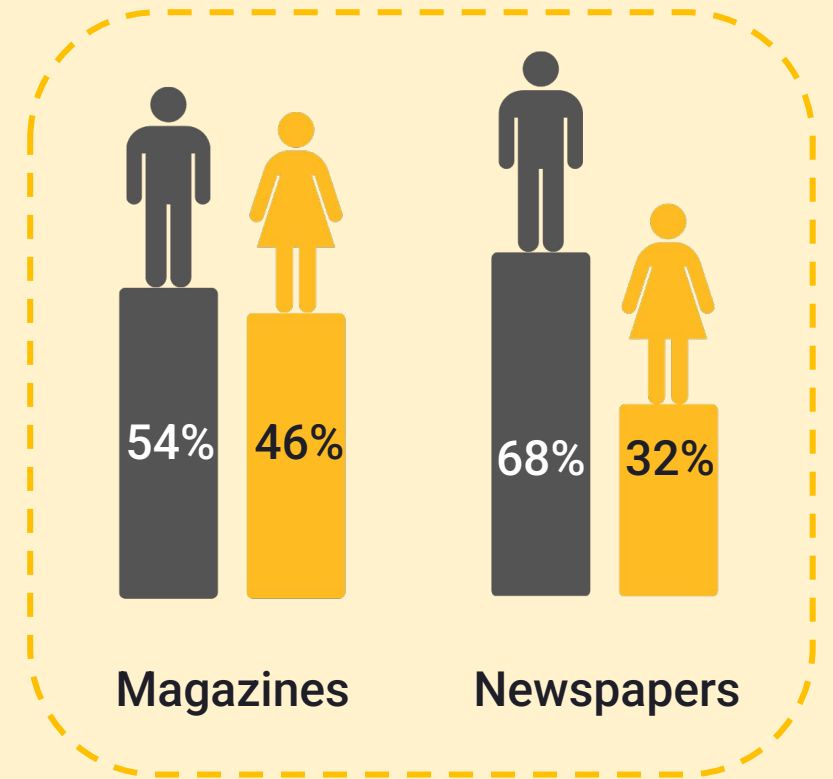
Newspapers

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	57	60	58
Germany	56	58	57
UK	56	61	59
Sweden	60	64	62

Gender split

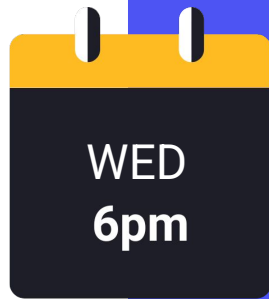


Newspapers are predominantly read by men, consistent with broader media consumption.

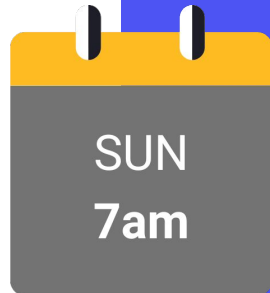


Peak reading time

Magazines



Newspapers



The average subscriber spends **9 hours**

per month using Readly. The average reading session across all users lasts 20 minutes.

Back issues

2

10

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

12

Read titles

On average, a subscriber reads 12 different magazines and newspaper titles per month.



Total portfolio	Magazines	Newspapers (incl. local editions)
Available titles	8,200	360
Available issues	331,000	213,000
Total issues read	108M	50M

Top read articles*



1. **Psychologie Heute** - Plötzlich fasst Ihnen das Tinder-Date an den Hals
2. **Closer DE** - EHE AM ENDE
3. **Bunte** - Ist der US-Außenminister ihre neue Liebe?

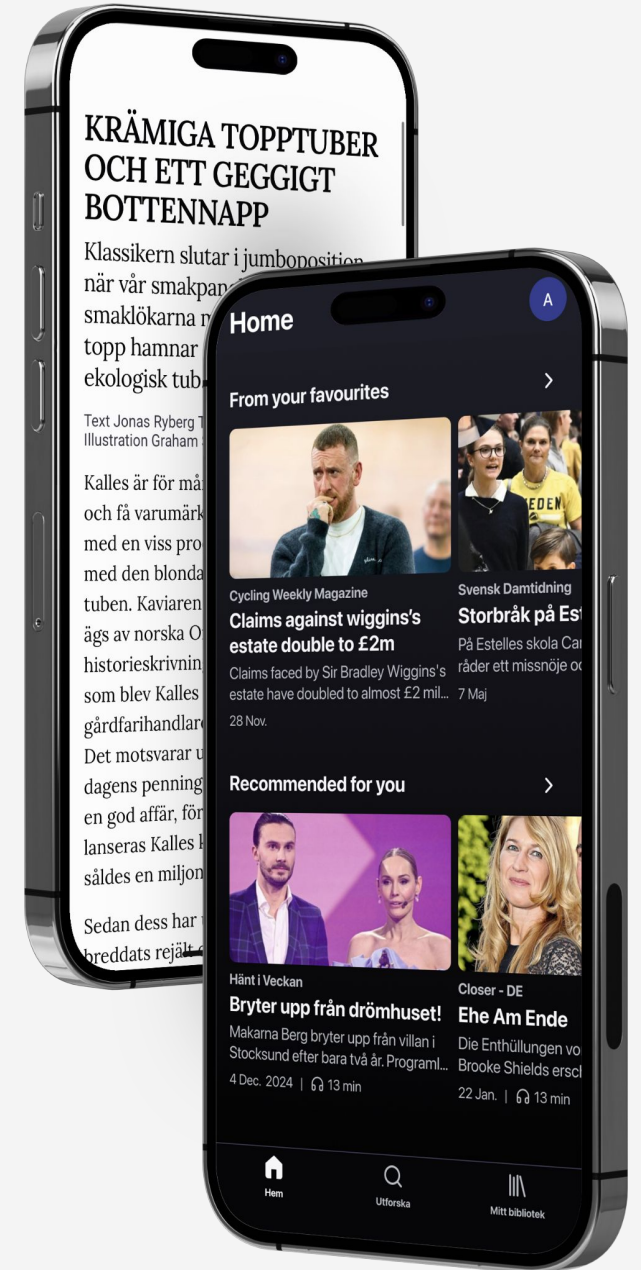


1. **Closer UK** - KATIE'S CONFESSION: 'Everyone wants to sleep with Jordan!'
2. **Cycling Weekly** - Claims against Wiggins's estate double to £2m
3. **Cosmopolitan UK** - My best sex ever was with a married dominatrix



1. **Svensk Damtidning** - Storbråk på Estelles skola
2. **Råd & Rön** - KRÄMIGA TOPPTUBER OCH ETT GEGGIGT BOTTENNAPP
3. **Hänt i Veckan** - Bryter upp från drömhuset!

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**

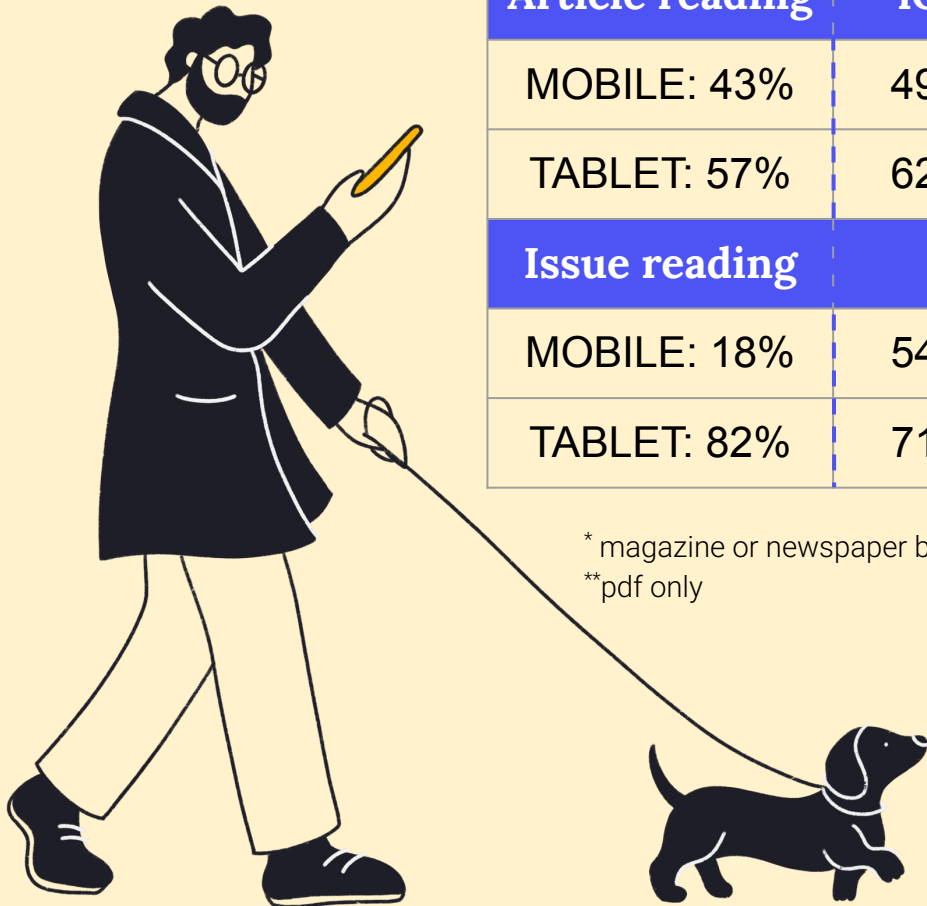
Article reading	iOS	Android	Landscape	Portrait
MOBILE: 43%	49%	51%	n/a	n/a
TABLET: 57%	62%	38%	n/a	n/a
Issue reading				
MOBILE: 18%	54%	46%	2%	98%
TABLET: 82%	71%	29%	29%	71%

* magazine or newspaper bundled/unbundled articles

** pdf only

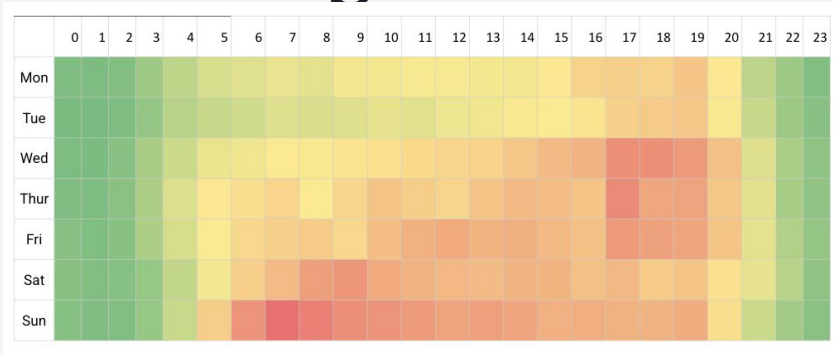
Article reading is higher on mobile (43%) than full-issue reading (18%), showing that short, on-the-go content fits smaller screens.

In contrast, tablets dominate issue reading (82%), reflecting a preference for longer, more immersive sessions.



Audio on Readly

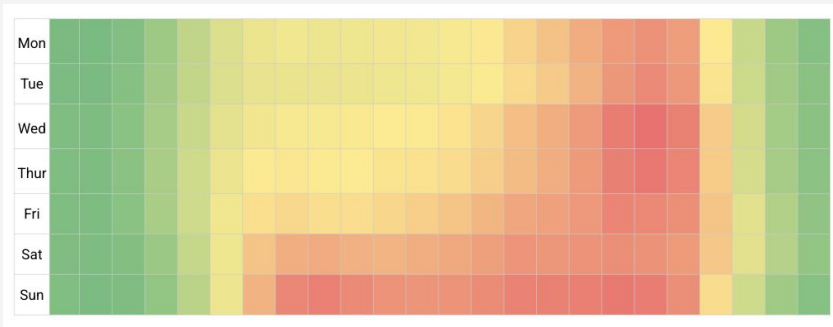
Listening events



Audio listening (text-to-speech) builds through the day, peaking from mid-day to late afternoon, while magazine reading is strongest in the evenings and weekend mornings. This shows that audio opens up new moments for journalism during the more active, multitasking parts of the day.

Our audio offering has almost tripled, while total listening events have more than doubled since last year.

Magazine reading



Top categories

Celebrity & Entertainment
News & Politics
Business & Finance

115,000

Total audio
portfolio

332,000

Total listening
events

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

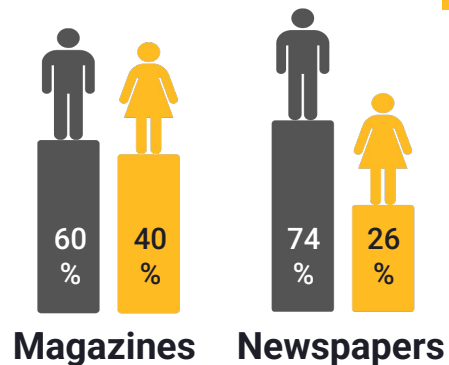
Total readership

- 86M issues incl. both magazines and newspapers.
- 12% are foreign titles.
- Mobile reading; magazines 17%, newspapers 19%.
- 21% back issue reading*.

Most read: % of total reading

1	Celeb & Entertainment	15%
2	Lifestyle	12%
3	Cars & Motoring	11%

Readers gender split



Avg session per category (hr:mm:ss)

Crosswords & Sudoku	00:51:07
History	00:28:13
TV, Film & Cinema	00:25:14
News & Politics	00:22:10
Aeroplanes & Transport	00:20:48
Sport	00:20:23
Music	00:19:23
Cars & Motoring	00:19:01
Business & Finance	00:18:51
Science	00:18:28
Celeb & Entertainment	00:17:42
Boats & Watersports	00:17:31

Highest readership



Highest readership



Most favored



Most bookmarked



*Magazines only



Reading Snapshot: the UK

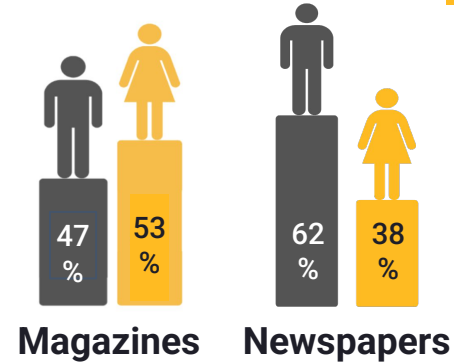
Total readership

- 23M issues incl. both magazines and newspapers.
- 9% are foreign titles.
- Mobile reading; magazines 19%, newspapers 16%.
- 21% back issue reading*

Most read: % of total reading

1	Lifestyle	16%
2	Celeb & Entertainment	14%
3	Cars & Motoring	9%

Readers gender split



Avg session per category (hr:mm:ss)

Crosswords & Sudoku	01:34:15
TV, Film & Cinema	00:22:56
Aeroplanes & Transport	00:21:12
Music	00:20:52
Lifestyle	00:20:20
Science	00:19:14
Boats & Watersports	00:18:53
History	00:18:00
Cars & Motoring	00:17:43
Tech	00:16:03
Sport	00:16:00
Interior Design	00:15:39

Highest readership



Highest readership



Most favored



Most bookmarked





Reading Snapshot: Sweden

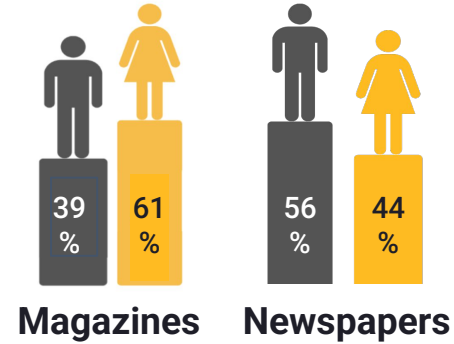
Total readership

- 32M issues incl. both magazines and newspapers.
- 10% are foreign titles.
- Mobile reading; magazines 19%, newspapers 16%.
- 18% back issue reading*

Most read: % of total reading

1	Lifestyle	27%
2	Celeb & Entertainment	16%
3	Interior Design	9%

Readers gender split



Avg session per category (hr:mm:ss)

Crosswords & Sudoku	01:51:05
Disney	00:28:20
History	00:26:26
Comics	00:26:17
Science	00:22:30
News & Politics	00:22:19
Aeroplanes & Transport	00:21:43
Music	00:20:57
Celeb & Entertainment	00:20:32
Cars & Motoring	00:20:23
Lifestyle	00:20:01
Hunting & Fishing	00:17:14

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 regard to 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.

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