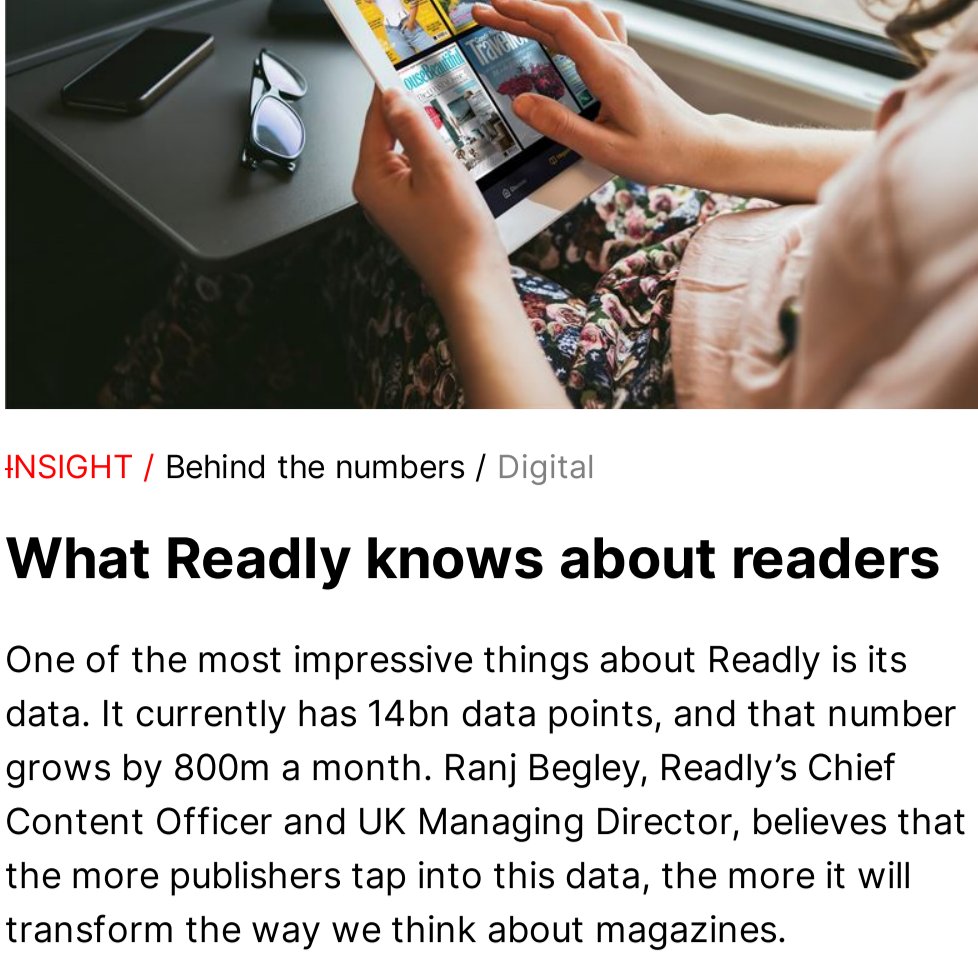


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INSIGHT / Behind the numbers / Digital

What Readyly knows about readers

One of the most impressive things about Readyly is its data. It currently has 14bn data points, and that number grows by 800m a month. Ranj Begley, Readyly's Chief Content Officer and UK Managing Director, believes that the more publishers tap into this data, the more it will transform the way we think about magazines.

Take covers. Detailed reader analytics can give you insight into what cover image works, but it can also drill down further to find out exactly what people want to read. Cosmopolitan UK, for example, saw people respond strongly to its Paris Hilton cover issue, but the best read story was *How not to lose a guy in 10 days*.

People will look through a magazine, but they'll also search for specific topics, which potentially opens magazines up to readers outside of their core audience. For example, during the pandemic, searches for baking and cooking titles increased, as did education titles as people adjusted to homeschooling.

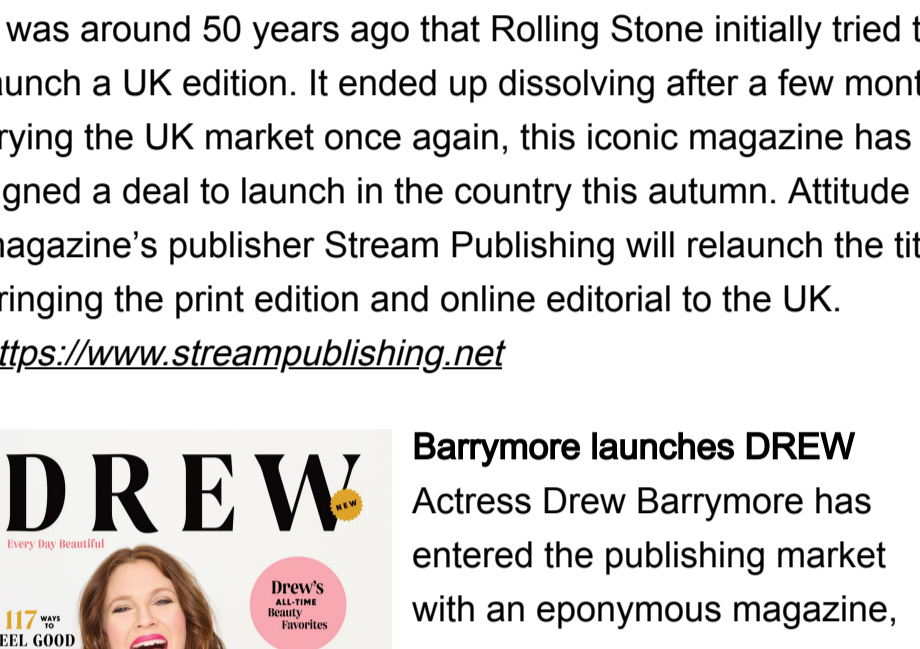
"We were reading the analytics and it was fascinating to watch these trends," says Begley. "As the market started to open up, people were still reading because they'd got themselves into the habit."

83% of respondents have 1 or 2 subscriptions in addition to Readyly.
Online survey of 16,543 Readyly subscribers globally.

The publishing industry is currently under immense pressure, and is focussed on revenue streams, diversification, subscriptions and communities. Begley believes that the focus should be on giving the readers what they really want, using data to be more targeted in their content and how to deliver it. "There will always be this thirst for consuming content, be it audio, video, written, interactive, whichever way you want to look at it."

One crucial question that publishers should ask themselves is: how are we aging with our customers? Begley cites SheerLuxe as an example of a publisher with a strong grasp of its audience segments. "As well as the main publication, you have SheerLuxe behind the scenes, the SheerLuxe podcast, a YouTube channel, LuxeGirl – they cater for absolutely everyone through different formats and channels. On every device that I've got in my house, they are there in some way, shape or form."

Distripress members receive access to our international member database. To contact Readyly, or any other Distripress member, login to your account and head over to the database.



REGISTRATIONS OPEN

We look forward to seeing you in Zurich for our 65th Conference.

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MAGAZINES / Out now / Global

In Coming

Rolling Stone makes a comeback

It was around 50 years ago that Rolling Stone initially tried to launch a UK edition. It ended up dissolving after a few months. Trying the UK market once again, this iconic magazine has signed a deal to launch in the country this autumn. Attitude magazine's publisher Stream Publishing will relaunch the title, bringing the print edition and online editorial to the UK. <https://www.streampublishing.net>

Barrymore launches DREW

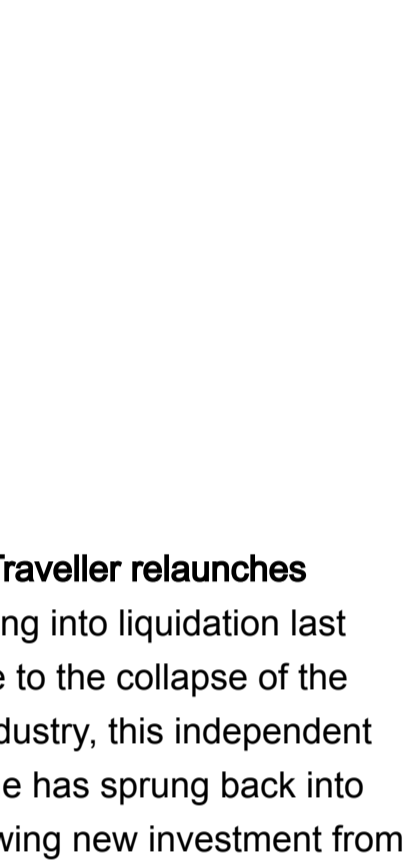
Actress Drew Barrymore has entered the publishing market with an eponymous magazine, DREW. Hoping to strike a whimsical tone, this 'feel-good' quarterly magazine, published by Bauer Media USA, will be devoted to all things 'beauty, love and fun'. With its strapline 'Every day beautiful', the magazine will seek out the personalities, places, products and ideas that 'shine'. <https://www.drewbarrymoremagazine.com>

Dream Garden marks shift from B2B to B2C

Landscaping and horticulture B2B, Pro Landscaper, has launched a new direct to consumer magazine to tap into a new market. Dream Garden will cover the latest trends, products and technology all to do with your garden, with a specific focus on professional garden design. Positioning itself against a DIY attitude, the magazine hopes to promote the value of investing money in outdoor space. <https://dreamgardenmagazine.com>

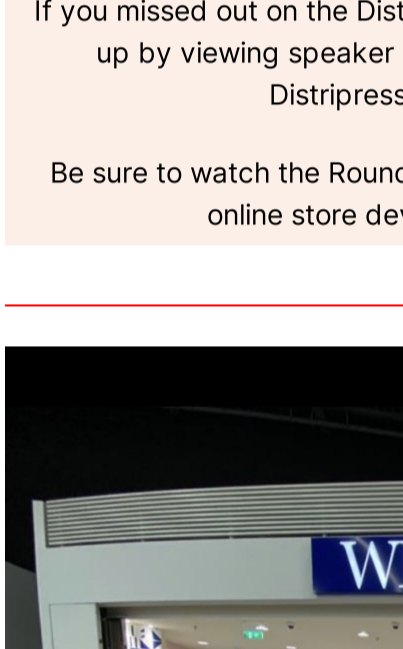
Vogue Man in Hong Kong

Publishing giant Condé Nast has launched another edition of Vogue Man, joining the likes of Vogue Homme and L'Uomo Vogue, but this time in Hong Kong. The bi-annual magazine hopes to fill the gap for a high-quality men's fashion and lifestyle publication, while keeping creativity, diversity and inclusivity at its core. Its first issue will feature Seoul-based actor Park Seo Jun and Brooklyn Beckham who has shot a photo montage and exclusive video 'Being Brooklyn Beckham' for the launch issue. voguehk.com



Family Traveller relaunche

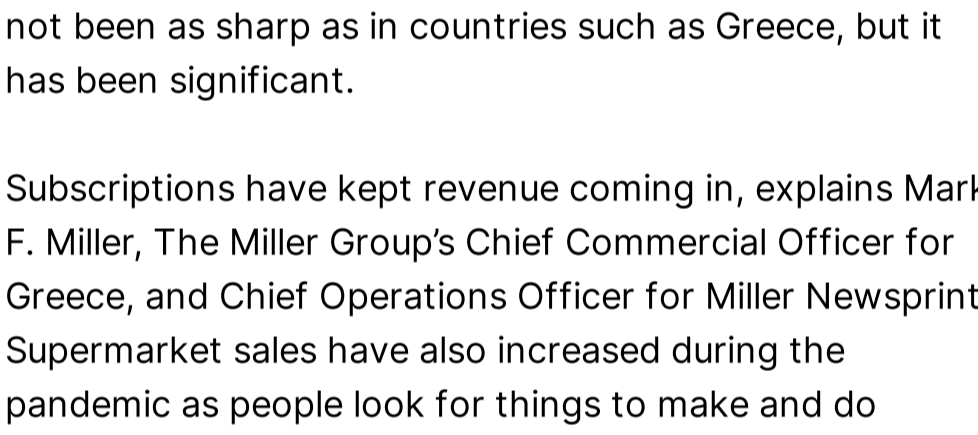
After going into liquidation last year due to the collapse of the travel industry, this independent magazine has sprung back into life following new investment from a Berlin-based private equity group. The magazine aims to inspire and educate parents on the best adventures for their families. <https://familytraveller.com>



DID YOU MISS OUR VIRTUAL FORUM IN JUNE?

If you missed out on the Distripress Virtual Forum in June, you can catch up by viewing speaker presentation slides and sessions on the Distripress website by [clicking here](#).

Be sure to watch the Round Table hosted by Blackopagniet on their online store development, [also available here](#).



INSIGHT / Subscriptions / Malta

Malta: mitigating the tourism loss

Malta's newspaper and magazine market relies, to an extent, on tourism. About 65% of sales come from international titles, predominantly sold to tourists. With 88% of the population speaking English, the drop off has not been as sharp as in countries such as Greece, but it has been significant.

Subscriptions have kept revenue coming in, explains Mark F. Miller, The Miller Group's Chief Commercial Officer for Greece, and Chief Operations Officer for Miller Newsprint. Supermarket sales have also increased for Miller Newsprint. The pandemic as people look for things to make and do (puzzles, craft, interiors and DIY magazines have all sold fairly well).

"The little village shops were classified as non-essential," says Miller. "You have to find other outlets to substitute the sales lost through the closure of non-essential shops. So the supermarkets and the subscription base were key."

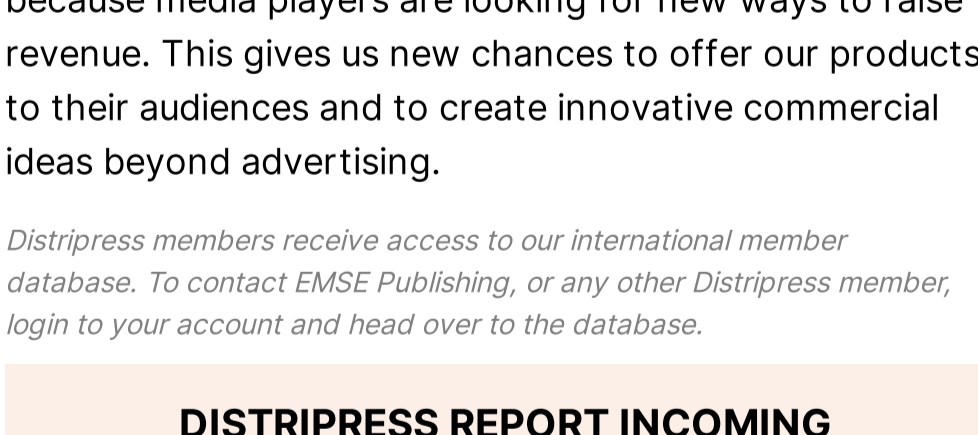
The Miller Group is the market leader in Maltese print distribution, and also runs 30 retail locations, which usually provide the bulk of its sales. Some shops have been classed as non-essential; the best performing units are in Malta International Airport. Those stores are just starting to reopen, but the situation remains precarious.

"I had a conversation last week about sales numbers; it was the first time we had talked about sales in I don't know how long. Predominantly, we've been watching costs."

The market is not without its opportunities, however, and the Miller Group is making strategic moves to ensure it is in a strong position when things open up again, opening new retail stores on the ferries running from Malta to Gozo and also to Sicily. The company is also expanding to Athens International Airport and other sites across the Mediterranean.

"These are the times when you need to think: the sun is going to shine again, so where do we want to be when it comes back? It's just a matter of time."

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Q&A / EMSE Publishing / Madrid

Ramon Comella Serra

What does EMSE Publish?

We develop book series for kids and adults, touching on core subjects such as history, maths, science and philosophy. Our most recent launch was a children's series on the cosmos.

We give an overview of the subject that doesn't require previous knowledge. With our children's content, we try to give it a sense of humour to keep kids engaged.

What makes you different from other publishers?

We create new and sustainable sources of income for our media partners. We create exclusive content that media partners can use to create selling opportunities.

How many countries do you publish in?

We sell our books in 20 countries. Spain and Latin America are our natural markets because of the language connection. However, we also publish in 10 different languages, including French and Italian.

How has business been this year?

It's been difficult, of course. Lockdowns have affected our sales a lot as we sell most of our products through newsstands. But it's also true that in some countries, newsstands have been an essential business, so they have stayed open. This has allowed us to keep selling.

We have also developed a new subscription-oriented approach this year, which has allowed us to reach consumers directly.

Nevertheless, in every bad situation there is an element of good. We have bigger opportunities ahead of us because media players are looking for new ways to raise revenue. This gives us new chances to offer our products to their audiences and to create innovative commercial ideas beyond advertising.

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DISTRIPRESS REPORT INCOMING

Watch out for the first part of the 2021 Distripress report – **Connections – Reconnecting the World of Distribution** – which will be in your Inbox soon.

RETAIL / Trending / Germany

Germany's press builds trust

Germany's press landscape is crowded. A total of 7130 magazines are available on the market, predominantly special interest magazines, which make up about 80% of the market. According to data from Verband Deutscher Zeitschriftenverleger (VDZ), around 1.30bn magazines are sold in Germany per year.

The majority of those sales – 52% – come from retail, closely followed by subscriptions. Sales of ePapers have also increased six-fold since 2013. People are increasingly willing to pay for digital content, with turnover increasing by 41% annually since 2017.

More critically, trust in print media has increased since the beginning of the COVID-19 pandemic. While overall sales fell by 8.15% in 2020, home and garden magazines have done particularly well during the period, outperforming every other sector, according to information from IPS Pressevertrieb.

A significant number of Germans are vacationing in Germany or staying at home, which has boosted magazine sales. Children's magazines, comics, puzzles and outdoor magazines in particular have done well.

In response, publisher Blue Ocean issued special editions of its periodicals and launched three new collectable series. Gruner + Jahr launched *Mein erstes Geolino*, which targeted three-to-five-year-olds, adding to their kids' magazine portfolio, which includes *Geolino* und *Geolino Mini*.

Puzzles is one of the biggest publication segments in Germany, and sales have been particularly strong over the past 18 months. When it comes to the outdoor magazine market, cycling, e-bike, hiking and mountain climbing titles did particularly well, all increasing sales significantly. Inevitably, however, the travel magazine sector has suffered during the pandemic as sales decreased.

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