

# Stonewash announces launch of Metrics Report at Publishing & Media Expo 2013

Submitted by: Stonewash  
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The Metrics Report gives publishers a 360 degree overview of who is reading what, when and how on tablets and smartphones

London, Eng. – Feb 19th, 2013 – Digital publishing solutions provider, Stonewash (<http://www.stonewash.co.uk>), is announcing the publication of an in-depth digital Metrics Report in conjunction with partners from media owners, media agencies and marketers.

The report, to be released in Q3 2013, analyses billions of data sets recorded over a period of four years (2009-2013) on reader habits and trends.

The Metrics Report will focus in-depth on reader page-turning habits, dwell times, advertising placement & click-throughs, what works and what doesn't as well as the impact of embedded rich media on content consumption.

Highly detailed, the Metrics Report aims to give publishers a complete overview of the digital publishing landscape in a bid to help them understand digital readership trends on PC's, tablets and smartphones.

Rob Grainger, CEO of Stonewash, says: "As ex-publishers, we knew the importance of in-depth readership data both for ourselves and our publisher clients. That's why we've always placed such importance on collecting data and this report marks the end of four years of dedicated research." Grainger continues, "We aim to create an industry benchmark that will allow publishers to authoritatively use our research and give them confidence when making editorial and advertising decisions on digital platforms."

Publishing & Media Expo (<http://publishing-expo.co.uk>) takes place on 26th and 27th February 2013 at Earls Court 2, London. At the show only, Stonewash will be offering 50% off the initial set-up fee for their cross-platform apps, with the offer term expiring on 30th April 2013.

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## About Stonewash

The founders of Stonewash Ltd began developing the first version of the Stonewash Magazine Framework in 2008. Fast forward over 4 years and Stonewash are at the forefront of developing magazine apps for smartphones and tablets, with clients including The Art Newspaper, Lusso, the Taunton stable of magazines and the International Bar Association.

Stonewash creates apps that provide a great off-the-shelf experience for readers and come with a superb suite of browser-based production tools, coupled with functionality geared to capturing the reader data that advertisers, editors and publishers need.

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