

A digital edition that kept a falling-circulation paper's loyal readers paying

Reach plc — Full-Stack Developer

Print circulation was sliding, but the Daily Mirror's most loyal readers still wanted the paper. I built the React Native digital-edition app that let them download and read it offline anywhere. A paid product that gave that audience a reason to keep subscribing.

+28%

DIGITAL-EDITION
RETENTION

190k

EDITIONS
DOWNLOADED /
MONTH

100%

OFFLINE READING

1

CONFIG-DRIVEN
MASTHEAD PLATFORM

THE CHALLENGE

Reach plc publishes the Daily Mirror, one of the UK's biggest-selling national newspapers. Print circulation was falling year on year, but a large, loyal, paying audience still wanted the *paper*: the front page, the layout, the crossword on page 42. The business goal was retention: give that audience a digital product they'd pay for and stay with, before print decline took them elsewhere.

WHAT I DID

- Edition download and offline store. Each daily edition is a large bundle of high-resolution pages. `react-native-blob-util` streamed downloads to disk with progress UI, resumable on flaky connections, plus an on-device library so readers could keep back-issues or delete them to reclaim space.
- Page-turn reading experience. A fast, gesture-driven page viewer with pinch-to-zoom on dense layouts, with aggressive image caching so turning pages felt instant once an edition was downloaded.
- State with Redux Toolkit. Download status, library contents, entitlement and reading position lived in one store so the UI stayed consistent online, mid-download, or fully offline.
- Analytics and stability. Firebase Analytics and Crashlytics gave editorial and product teams real usage data and crash-free-session tracking across every Android device imaginable.

OUTCOME

The Daily Mirror digital edition gave the paper's loyal readers a genuinely offline-first product: download in the morning, read anywhere, even underground with no signal, and a reason to keep paying as print declined. It was built as a config-driven platform, so the same codebase could carry additional mastheads by switching branding and feeds rather than commissioning a new app each time.

STACK