

How a Women's Lifestyle Publisher Expanded Editorial Coverage Without Expanding Its Newsroom

The magazine uses Alchemiq to discover high-quality stories that its newsroom couldn't consistently find on its own.

Background

"At" is a women's lifestyle magazine covering beauty, wellness, health, relationships, parenting, fashion, and entertainment. Publishing fresh, relevant content every day requires constant monitoring of global news, studies, and lifestyle trends.

THE CHALLENGE

Some stories are easy to find, mostly local ones. Other topics require continuous monitoring across hundreds of international sources - health studies, beauty trends, wellness research. The editorial team couldn't consistently cover these areas independently.



Alchemiq helps us cover our **blind spots**.



Yuval Sigler
Publisher, At Magazine

THE GOAL

Expand the scope of content in underserved topics, health, wellness, beauty, fitness, etc., with more daily stories, diversify the site's editorial offering, and reach larger audiences.

THE RESULTS

67%

Increase planned stories per day

22%

beat pageviews target

Continuous

Performance improvement

MORE THAN TRAFFIC

"Having a reliable source of quality content in areas we do not have enough coverage in, closes important gaps in our overall editorial offering."

Alchemiq continuously supplied stories the newsroom was least likely to discover independently, expanding coverage without expanding resources.

LOOKING AHEAD

After reviewing the first month, the editorial team decided to increase Alchemiq daily stories by 67%. "We can see pageview numbers in continuous improvement. We understand the value of the diversity this brings."