Press Release – 22nd January 2026

Time Well Spent completes the migration of its subscription business to Myriad, extending it's strategic partnership with circulation marketing specialist, InterMedia Brand Marketing.

Time Well Spent Group has completed the migration of its subscription business to Myriad**,** InterMedia's proprietary subscription and recurring revenue platform, marking a significant extension of its partnership with InterMedia Brand Marketing.

Following the appointment of InterMedia to manage its newsstand marketing and distribution in 2025, Time Well Spent has now consolidated its subscription operations within InterMedia's fully integrated circulation ecosystem. The migration brings subscription management, fulfilment and multi-channel circulation together under a single, connected operational framework, designed to improve visibility, decision-making and long-term scalability across the Time Well Spent portfolio.

Commenting on the expanded partnership, John Bardsley, Group Managing Director at InterMedia, said: "We're delighted to deepen our partnership with Time Well Spent. Their portfolio continues to grow at pace, and this migration enables smarter, faster operational and marketing decision-making through one connected infrastructure. It's a platform built for scale, and we're proud to support their next phase of growth."

Simon K Barr, CEO of Time Well Spent Group, added: "Subscriptions sit at the heart of our business, so selecting the right partner and platform was critical. InterMedia's expertise, scale and ownership of the *Myriad* platform give us real confidence. This move builds on an already strong relationship through newsstand distribution and is a natural next step as we continue to grow together."

About InterMedia Brand Marketing

InterMedia is the print media marketing and distribution arm of the InterGo Group of companies and serves the growing circulation marketing needs of independent publishers. We are now the UK's leading provider of fully integrated circulation marketing and distribution solutions. We service over 80,000 subscriber calls and distribute over 3,000,000 copies every year across 86 countries.

We are forward-thinking with a wealth of experience allowing us to embrace the modern media landscape and deliver cost-effective solutions without compromising on quality.

About Time Well Spent

Time Well Spent is Europe's largest media business dedicated to serving outdoor enthusiasts, firearm owners and adventure-led audiences. As a leading source of news, reviews and entertainment within Britain's fieldsports communities, the group reaches millions weekly across print and digital channels. With a growing subscriber base, Time Well Spent continues to invest in infrastructure that supports quality-led publishing and sustainable audience growth.

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