



storytel

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Unique Storytel Offer Includes Newspapers and Magazines

Storytel is pleased to announce the inclusion of digital newspapers, tabloids, and magazines in its subscription service.

Today Storytel launches an advertising campaign on TV, radio, online venues, and social media offering both current and new customers free summer subscriptions to more than seven hundred popular periodicals through the Ztory app.

This past January, Storytel purchased the digital periodical service Ztory. The next phase involves integrating Ztory's impressive catalogue of Swedish and other newspapers, tabloids, magazines and children's books into a combined subscription together with Storytel's market-leading list of 140,000 Swedish titles.

Customers new and old will now be able to enjoy more than seven hundred periodicals such as *Elle*, *Expressen*, *GT*, *Allas*, *Kvällsposten*, *Aftonbladet's* popular inserts, *Femina*, *Hänt Extra*, *Svenska Damtidning*, and *Må Bra* — as well as all the books they normally have access to.

“I'm extremely excited we're adding breaking news, colorful and inspiring articles, and human interest stories to Storytel's world of reading and listening enjoyment, especially as we know summer is prime-time for enjoying stories,” says Åse Ericson, Country Manager of Storytel Sweden.

Today begins the free summer trial period, during which both new customers and Storytel's 400,000 current Swedish subscribers enjoy free access to the Ztory app via their Storytel login. At the end of the trial period, subscribers may choose to continue their dual subscriptions at an advantageous price.

The summer campaign will be rolled out on TV, radio, online, and through social media, starting today.

“The Storytel-Ztory combination is completely unique, and also unbeatable. Besides which it feels good to be able to promote high-quality Swedish journalism through Storytel's fantastic culture of engaged readers who really love stories,” says Daniel Malmqvist, co-founder and spokesperson for Ztory.

For more information, please contact:

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About Storytel

Storytel is Northern Europe's leading audiobook and e-book streaming service, and its global markets offer unlimited listening and reading of more than 200,000 titles. Our vision is to make the world a more empathetic place through great stories which can be shared and enjoyed by anyone, anywhere, at anytime. Storytel is a digital-platform provider as well as a comprehensive publishing group. The streaming business area offers subscriptions for audiobooks and e-books under the Storytel and Mofibo brands. Storytel's print publishing is carried out through the houses Norstedts, Massolit, StorySide, Printz Publishing, People's Press, Rabén & Sjögren, B. Wahlströms, and Norstedts Kartor. Ztory — a digital-subscription-based, read-all-you-can streaming service for newspapers and magazines, has been part of Storytel since January 2019. Storytel operates in 18 markets around the globe and is headquartered in Stockholm, Sweden.