



## Readly expands its portfolio of UK newspapers with Reach plc adding four titles

**Readly**, the European market leader in digital magazines, has expanded its portfolio of national newspapers with the addition of four UK newspapers to its platform. The Daily Express, Daily Mirror, Sunday Express and Sunday Mirror will launch on the app today as publisher Reach plc broadens its digital newspaper distribution.

The addition of four newspaper titles from Reach plc marks the continued expansion of Readly's UK newspaper portfolio. This follows the initial launch of UK newspapers onto the platform earlier this year with The Evening Standard and The Independent.

The newspapers will be available to Readly's global audiences as part of the Readly subscription in the UK, Ireland, Australia, New Zealand, Germany, Austria, Switzerland and Sweden. The relationship will increase digital reach, ABC accreditation performance and global presence of the titles. In addition, the publisher will be able to access Readly's robust data analytics and insights as part of the partnership.

*– We're delighted to expand our existing partnership with Readly so that their global subscriber base will now be able to enjoy reading the Mirror and Express newspapers via the service. The Mirror and Express titles have a huge following both within and outside of the UK and we believe that this development will further extend the reach of these much loved and renowned newspapers, bringing them to a new and appreciative audience, says **Fergus McKenna, Content Sales Director at Reach plc.***

*– We are thrilled to welcome four of the nation's favourite national newspapers to the portfolio. As people increasingly look for trusted news and quality journalism, newspapers are an important part of our growing inventory of content. Firstly, they improve the whole consumer offer – subscribers can get all their reading material in a single app. Secondly, dailies build frequency of usage which drives increased read times*

*all the way through to our magazine portfolio, says **Ranj Begley, UK Managing Director and Chief Content Officer at Readly**. Moreover, our growing datapool of 30 billion data points gives publishers a deeper understanding of reader behavior which enables them to become more data driven in their approach to maximising readership and developing their business.*

In addition to the expansion of UK newspaper titles, Readly has also welcomed back Future magazines titles Country Life, Horse & Hound, Wallpaper and Decanter onto its platform. Earlier in October this year, Aftonbladet - Sweden's largest evening newspaper, and Sportbladet, both owned by the Schibsted Media Group, also joined Readly as part of an expanded publishing collaboration. There are already six titles and weekend supplements from Aftonbladet on Readly's platform.

**ENDS**

**For media enquiries:**

Kate Tegelaars, press contact at Readly UK  
+44 (0)7879 818 711, [kate.tegelaars@readly.com](mailto:kate.tegelaars@readly.com)

Reach plc Press office  
+ 44 (0) 20 7293 2609, [communications@reachplc.com](mailto:communications@reachplc.com)

**About Readly**

Readly is the European category leader for digital magazines. The company offers a digital subscription service, that lets customers have unlimited access to nearly 5,000 national and international magazines - all in one app and at a fixed monthly fee. Readly has subscribers in more than 50 countries and content available in 17 different languages. In collaboration with around 800 publishers worldwide, Readly is digitizing the magazine industry. In 2019, revenues amounted to SEK 265 million. Since September 2020, the Readly share is listed on Nasdaq Stockholm Midcap. <https://corporate.readly.com>

**About Reach plc**

Reach plc is the largest commercial national and regional news publisher in the UK, with over 150 national and regional multichannel brands including the Mirror, Express, Star, OK!, New!, Daily Record, Manchester Evening News, Liverpool Echo, WalesOnline, MyLondon and BelfastLive. In December 2019, Reach sold 40m newspapers and reached a digital audience of over 40M people in the UK.

[www.reachplc.com](http://www.reachplc.com)