



Thousands of
newspapers and magazines.
One app.



Get to know us



We're a Canadian company headquartered in Vancouver.



We offer **5,900+** publications available on any device.



Readers get all-you-can-read access to all our content.



We partner with thousands of hotels, libraries, airlines, cruise lines and cafés around the world.

Some of our business partners



A few of our publishing partners

VOGUE

GQ

Men'sHealth

COSMOPOLITAN

Esquire

marie claire

E L L E

VANITYFAIR

BAZAR

EMPIRE

MAXIM

Stuff

FASHION

T3

Ski

yoga

where

LUXE
CITY GUIDES

theguardian

The
Washington
Post

Bloomberg
Businessweek

Newsweek

NEW YORK POST

USA
TODAY

Forbes

Los Angeles Times

NATIONAL POST

CORRIERE DELLA SERA

SVENSKA
DAGBLADET

RHEINISCHE POST

LE FIGARO

L'EQUIPE

CHINADAILY

ClarínX

LA VANGUARDIA

EL UNIVERSAL

About PressReader

PressReader was established in 1999 as NewspaperDirect, and rebranded to its current identity in 2013 to align with its successful eponymous digital product. NewspaperDirect originally sought to deliver a simple solution: allowing people to read their hometown newspaper when they travelled. We set up print stations in hotels, cruise ships and libraries all over the world where, using our software, users could print single copies of newspapers from many countries around the world. This business was incredibly successful and indeed is still active today around the world.

We launched our first all-you-can-read kiosk for news in 2003, predating the later success of all-you-can-consume models in other parallel content industries like music and film. Over time we added hundreds and eventually thousands of titles, from more than 100 countries around the world, in more than 60 languages. Today our rapidly growing content offering includes more than 5,000 newspapers and magazines. Recently, we announced a very significant partnership with the China International Book Trading Corporation (CIBTC) that will see us launch up to 8,500 newspapers and magazines from mainland China on our platform for worldwide distribution over the coming months and years.

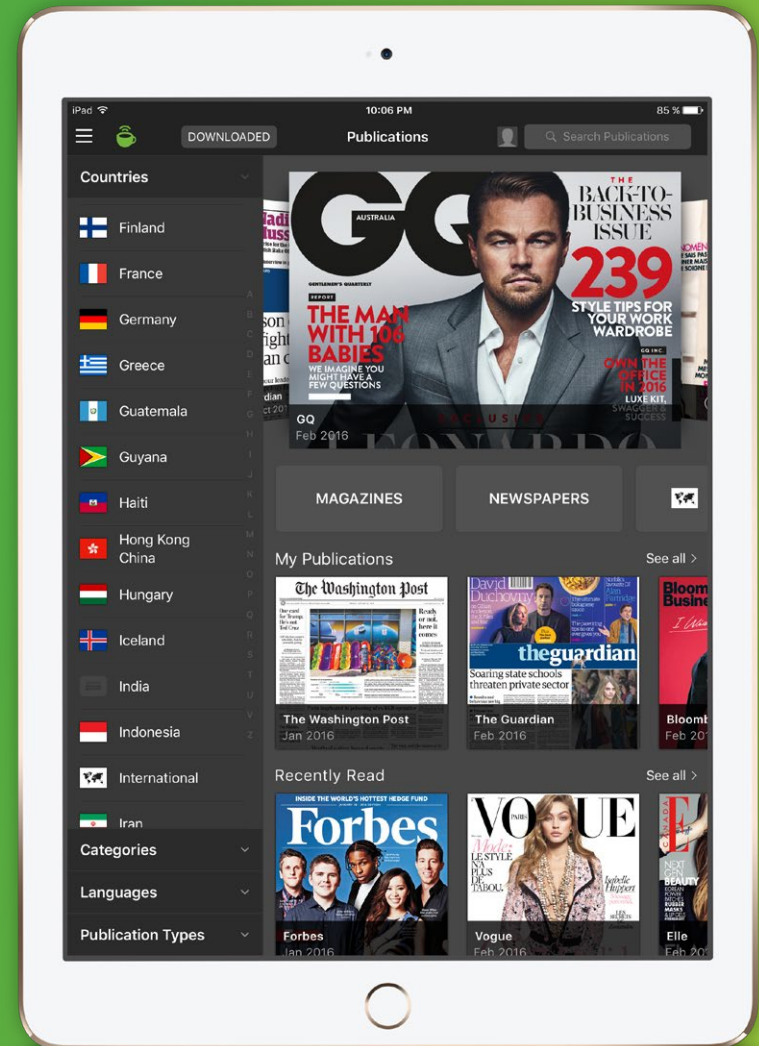
What's special about PressReader is not just the depth and international breadth of our content offering, but also the power of our product. We don't just serve up flat PDF images of publications – we use our proprietary XML extraction technology to make content easily readable in a variety of formats. It can be viewed in what we call 'SmartFlow' on any device, it's shareable, and it can even be read aloud to you or instantly translated in up to 17 languages.

We offer a consumer subscription product, available to users interested in all-you-can-read access to our content for \$29.95USD/month for a basic subscription. We also have corporate subscriptions available to heavy users of our platform for \$99USD/month. This is an important part of our business, but the fastest growing area for PressReader is the B2B space. We began offering PressReader as a location-based digital amenity for libraries and hotels in 2014, and since that time we've grown our client base to include more than 20,000 libraries, close to 10,000 hotels, a number of major airlines (including Qantas Airways, our largest partner), cruise lines who use our satellite-based solution, corporate offices, governments, hospitals and restaurant chains.

Your brand amplifier

Today PressReader has evolved into more than just an amenity – it's a powerful, highly personalized brand marketing tool perfect for businesses looking to offer an excellent experience to a diverse set of clientele.

With PressReader, you can drive customer acquisition and retention while also building brand equity.



Our technical solutions



HotSpots



App
integration



Gifting



Event
access



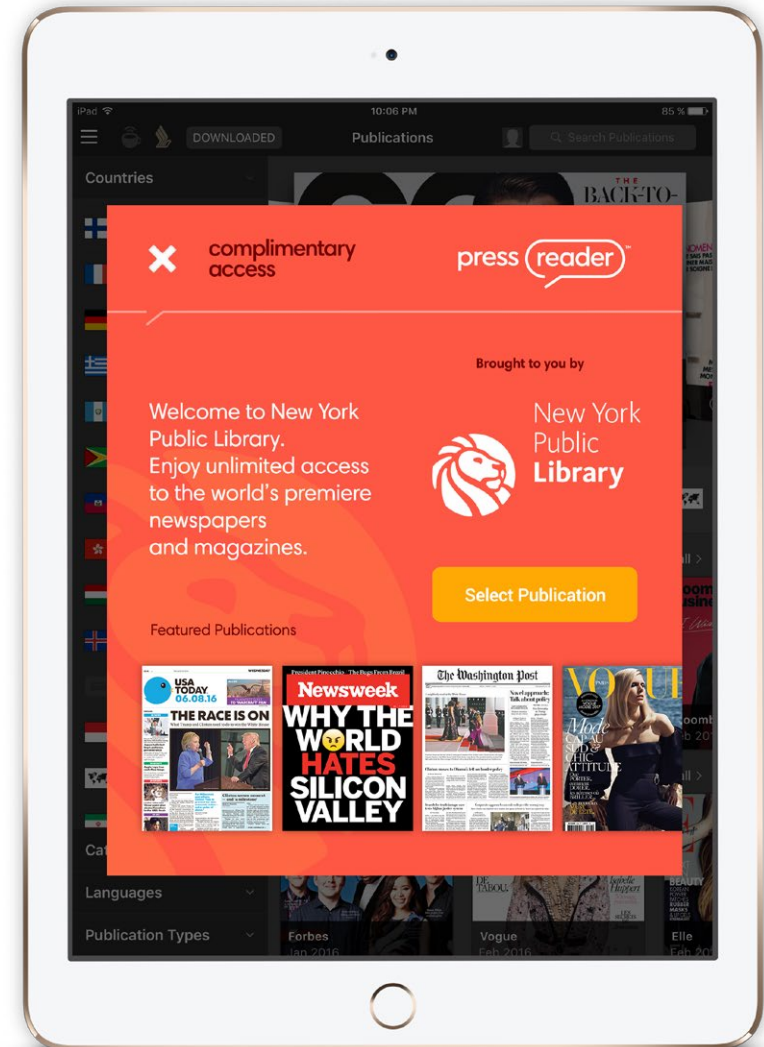
Branded
channels

PressReader HotSpot

Businesses around the world provide unlimited access to PressReader for their customers

Using PressReader HotSpots – the solution that's already operating in thousands of businesses around the world – offer unlimited access to PressReader for anyone connected to the WiFi in your business environment. We use IP authentication to grant access to any device (smartphone, tablet or laptop) connected to your WiFi network. Access to PressReader in a HotSpot is always branded with a custom welcome message letting users know that the service is sponsored by your brand.

What's more, anyone who has the PressReader app (with gifting enabled) will receive a push notification on their device when they're near your HotSpot, notifying them that they can receive sponsored access to PressReader there. To launch this service, we merely need a list of IP addresses (or ranges) for your business and we can activate the service immediately.



App integration

PressReader offers an existing SDK solution that allows customers to enjoy access to our full content offering for a specific duration of time, granted through your app.

Your app



PressReader



The process is as follows:

1

Users download or open your app.

2

After logging in, a message offering PressReader can be displayed at any point (when the app opens, after an action is completed, after a specific amount of time has passed, etc.)

3

Users click to open PressReader. If they don't have the PressReader app already, they'll be prompted to download it (free of charge). If they do have it, they'll be seamlessly connected.

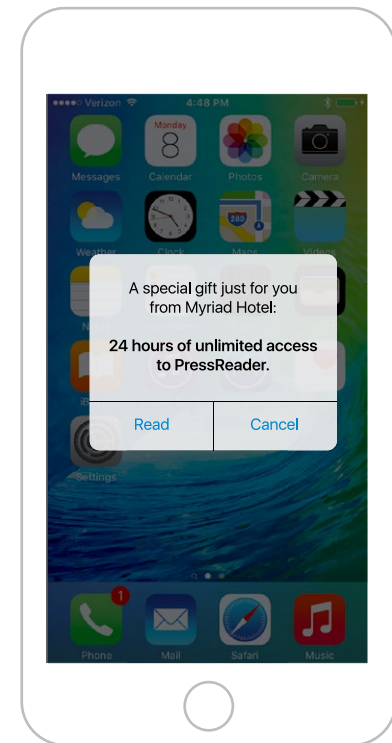
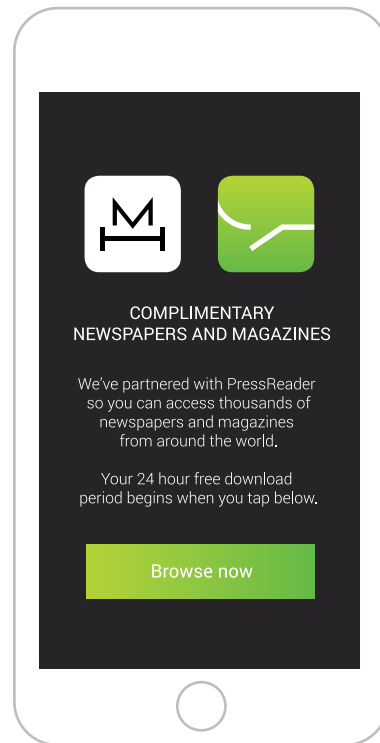
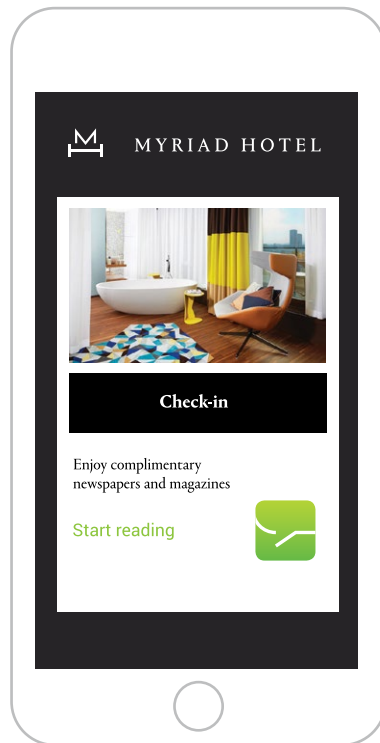
4

A welcome screen is displayed, with a custom message from your business.

5

Users can read and download as much as they like for the duration of their sponsored access. Specific content (preferred newspapers and magazines) can be displayed first to help promote availability.

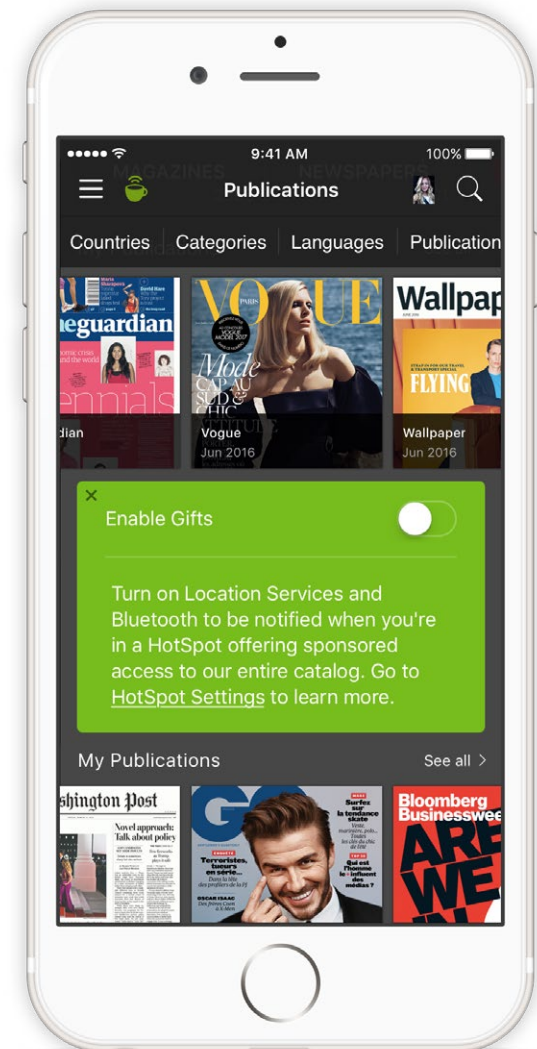
App integration example



Gifting PressReader

Use PressReader's premium content to amplify discoverability and enhance your brand experience

- Through gifting, anyone who has PressReader on their device and steps into any business environment will get a notification gifting them 24 hours access to the world's first and largest all you can read catalog.
- Improve seamless access to PressReader for your customers, employees or guests.
- Reach the right audience at the right moment, in a way that's not interruptive but rather immersive and contextual.
- Target new consumers and build relationships with existing clients.
- Drive brand awareness to help convert users (including competitors' customers, depending on geo-coordinates) into loyal, paying customers.





MYRIAD HOTEL



Media monitoring

Get alerts about your business, clients and competitors

The ultimate solution for professional media monitors delivering premium newspaper and magazine content, sourced directly from publishers.

- You'll receive full-version publications at virtually the same time they're sent to print.
- Save time and money with no more tedious in-house processing or time-consuming research.
- High resolution OCR-ready image files and metadata optimized XML.
- Get custom alerts about any issue, company or topic.

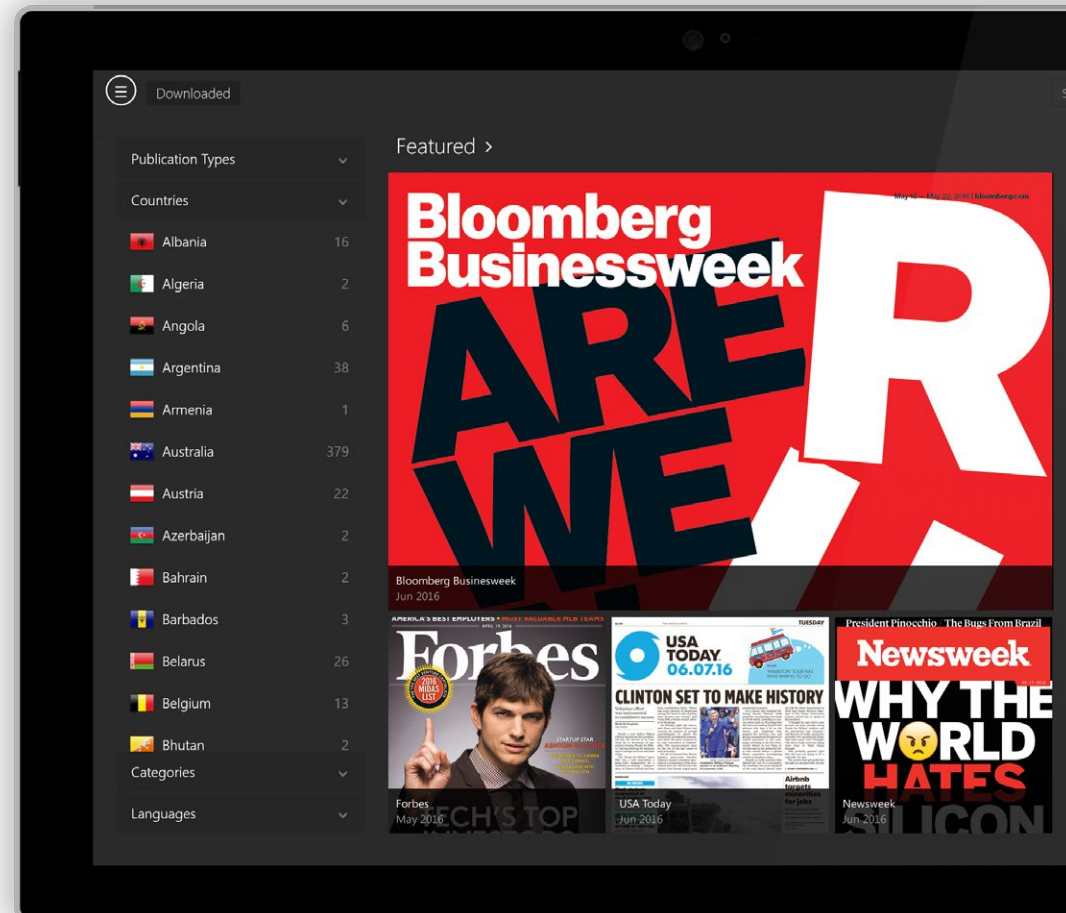


Corporate offices

PressReader is perfect for businesses looking to enhance their corporate culture, improve their market intelligence, better distribute their own B2B content and become leaders in their industry.

- Give the gift of unlimited access to all your employees – it's the only employee perk of its kind.
- Offer PressReader as a research tool to keep employees informed and up-to-date with global news.
- Distribute your B2B content directly to clients by adding your content to the platform.
- Get access to features like instant translation (into 18 languages) for foreign titles.
- Provide VIP accounts to your executives and C-level staff, so they're on top of local and international issues that affect your business.

For happier, smarter employees



Event access

It's easy to offer PressReader to event attendees

- Add your publications to the platform for free.
- Eliminate the cost of printed materials by publishing them digitally.
- Offer attendees unlimited access to content from all over the world.
- Choose how and where you want to grant access (specific geo-location, custom URL or app integration), and for how long.
- Open new and unique marketing opportunities for sponsors.

Example

Anyone who used Uber at the Cannes Film Festival this year received complimentary access to PressReader for 12 hours on their own tablet, smartphone or laptop.

Specialty content for the festival, published by Le Film Français, was featured front and centre in marketing around this promotion.

The advertisement is a vertical banner with a black background. At the top, the word "UBER" is in white, followed by "PRESENTS" in smaller white letters. Below this, the title "La sélection officielle" is written in a large, white, serif font. Underneath the title, a line of text reads: "Ride with Uber and get complimentary unlimited access to 5000+ newspapers and magazines around the world." In the center, there is a row of logos: a laurel wreath, a globe, the Apple logo, the Android logo, the Windows logo, and the Xbox logo, all in white. Below the logos is a smartphone displaying the PressReader app interface, which shows a grid of magazine covers including "le film français", "ELLE", "MATCH", "GO", and "VOGUE". At the bottom of the banner, there are two numbered steps: "1 Download the PressReader app from your app store" and "2 Visit pressreader.com/uber to activate". Between these steps is the PressReader logo, which consists of the word "press" in white and "reader" in white on a green background.

Branded channels

Launching soon, our Channel feature will allow you to communicate on an ongoing basis with all PressReader users who choose to subscribe to your channel.

Insert your own content (posts, videos and images), share your own publication and even gift issues to your followers for free. Curate content from our premium selection of titles from around the world.



Shape your story based on a combination of your content and the world's best news content – a marketing and PR dream.

coming soon

Gifted issues

Use PressReader to offer gifts of specific issues – like your company's magazine, or the title of your choice.

Build an ongoing, positive brand relationship

Follow up with your customers and give them a gift of a popular title.

Amplify your brand connection with new and existing customers

Offer a specific number of issues of any title to your loyal customers, email subscribers, or even on your social media channels. How you share is up to you – the issues are yours to distribute.



coming soon

Case study Qantas Airways

Enhanced Customer Experience

Every passenger gets unlimited access to PressReader and its 5,000+ partner titles when they check in for their flight through the Qantas app. Travelers can choose to read their favourite titles or discover new and exciting ones.

Extended Brand Touchpoints

Through PressReader, the Qantas brand is elevated at every touchpoint, simply by passengers engaging with magazines and newspapers before they arrive, at the terminal, during their flight and even after they leave the airport.

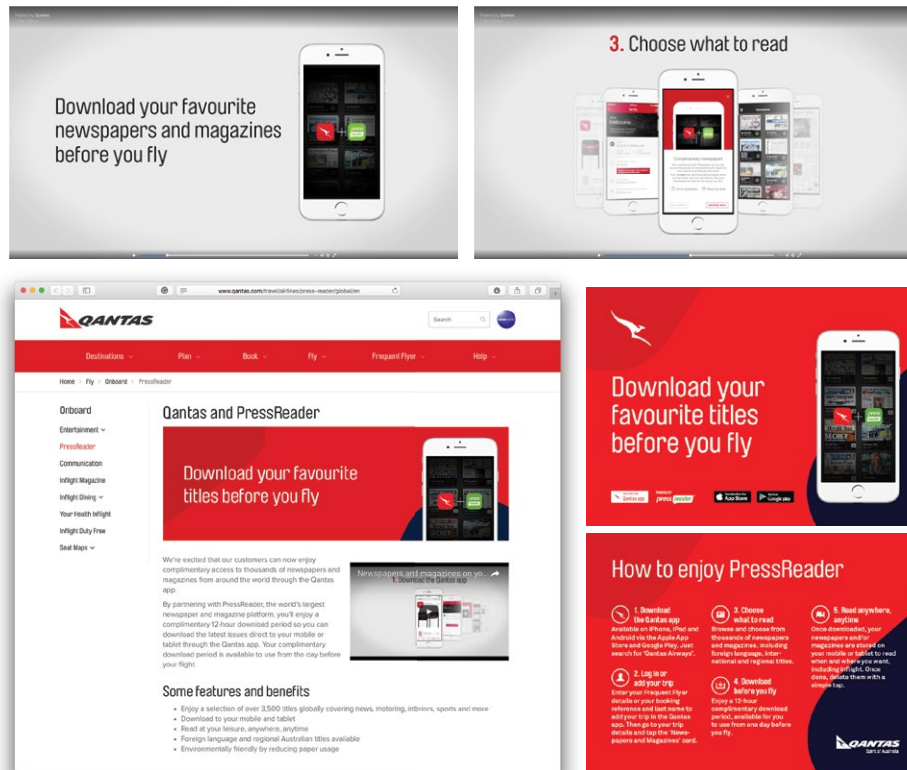
Amplified Brand Loyalty

With Qantas, it's all about the passenger and their experience. So while most other airlines are cutting costs and degrading the travel experience, Qantas has enhanced it with tangible, high-value benefits that build loyalty. By making quality content available throughout the passenger journey, Qantas has become a preferred travel option and has set itself apart from its competitors.



Qantas case study

Non-stop marketing



The moment the press release hit the wires about the PressReader partnership, Qantas launched a comprehensive and integrated marketing program to inform, educate and engage passengers in every step of their experience with the brand. To win with customers and ground competitors, Qantas:

- Used premium content to drive their brand experiences through a multitude of digital touchpoints
- Promoted the service through lounges, social media, email campaigns, advertising and cross-promotional partnership with publishers

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