



Digital edition of METRO becomes exclusively available on Readly

Readly, the European category leader in digital magazines, adds METRO to its growing portfolio of newspapers and magazines. METRO, published by dmg media is the ninth national daily newspaper to be added to the Readly platform as publishers seek to broaden audience reach and gain access to data insights generated by the all-you-can-read service.

METRO UK edition is available on the Readly platform from today and the Scottish edition will be available before the end of the year. Readly has an exclusive partnership with METRO where it is the only platform to host the digital issue of the daily weekday newspaper.

*– We are always looking at new and innovative ways to bring the UK's largest national daily newspaper to an even wider audience. In the current climate, reader behaviour and habits are constantly changing so now is the perfect time for us to join Readly to bring METRO to its readers and understand them more deeply via the data insights we will gain through the platform, says **Ted Young, METRO Editor**.*

The addition of METRO, the UK's largest circulation newspaper, strengthens Readly's position as category leader within all-you-can-read subscriptions.

– We are delighted to further strengthen our portfolio and give readers a small sense of their morning routine back with the addition of one of the UK's most widely read national newspapers, METRO. Perfect for the snack reader, METRO brings a quality form of entertainment and complements the other newspapers and magazines

available on our platform, says **Ranj Begley, UK Managing Director and Chief Content Officer at Readly.**

Three of the UK's leading publishers, ESI Media, Reach plc and Guardian News & Media, joined Readly earlier this year making their national newspapers available to Readly's growing global audience and accessing data insights through the 30+ billion data points that the all-you-can-read service has generated so far.

ENDS

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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 dmg media

dmg media's brands deliver highly engaging, trusted content to millions of loyal customers around the globe, 24 hours a day, seven days a week. Together, Daily Mail, The Mail on Sunday, Metro, i, MailOnline, metro.co.uk and inews.co.uk reach more than 10m people daily in the UK alone.* Its newsbrands are expert at getting to the bottom of the stories most relevant to its readers.

*PAMCo 2020