

Readly bolsters its newspaper offering with five Scottish and Welsh newspapers



Readly, the European market leader in digital magazines and newspapers, continues to expand its portfolio by adding five regional newspapers from Scotland and Wales to the platform. The Daily Record, Sunday Mail, METRO Scotland and Welsh titles, The Western Mail and Wales on Sunday, are now available for Readly subscribers.

Earlier this year, Readly added five Irish national newspapers to the platform - The Irish Daily Mirror, Irish Sunday People, Irish Sunday Mirror and the Irish editions of The Daily Express and The Sunday Express - which sit alongside Readly's broad offering of over 5,000 magazines and newspapers.

*– We are thrilled to further strengthen our portfolio by bringing these ever-popular Welsh and Scottish newspapers to our subscribers. Perfect for keeping up to date on regional news and views, these well established, trusted sources of information complement the other newspapers and magazines available on our platform. Meanwhile, the publisher benefits from a broader reach for their title and the insights we provide through our robust data analytics. Win, win, says **Chris Couchman, Head of Content at Readly.***

Readly recently announced its first annual [report](#) as a listed company which showed that 2020 was a strong year. The number of fully paying subscribers grew 33 percent and a revenue of SEK 353 million was reported for the full year, an increase of 33 percent compared with the previous year.

The additional regional newspapers are now available to Readly's global audience alongside more than 5,000 magazines and newspapers as part of the Readly subscription.

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About Readly

Readly is a digital subscription service that lets customers have unlimited access to about 5,000 national and international magazines - all in one app. Founded by Joel Wikell in Sweden in 2012, Readly is today one of the leading companies in digital magazine subscriptions in Europe with users in 50 markets. In collaboration with around **900** publishers worldwide, Readly is digitizing the magazine industry. Our purpose is to bring the magic of magazines into the future, enabling the discovery and survival of quality content. During **2020** Readly distributed approximately **140,000** issues of magazines that have been read **99** million times. www.readly.com