



Readly expands digital magazine portfolio with News Life Media titles

Digital magazine app [Readly](#) is excited to announce the signing of News Corp Australia (News Life Media) to its stable of publishers – giving its subscribers access to some of Australia's iconic magazine publications including *Taste*, *Delicious Australia*, *Vogue Australia* and *Vogue Living*.

The all you can read magazine subscription app that launched in Australia last year with over 5000 national and international titles on the platform has continued to develop its service, remaining committed to offer something for all readers. Chris Couchman, head of content in Australia and New Zealand remarks that the addition of these household titles is another step in being able to deliver Australian readers the perfect mix of niche titles and well established magazines that they are searching for.

Couchman states, *"News Corp Australia (News Life Media) are renowned for providing some of the most known and trusted magazine titles in Australia and we are proud to now be able to offer them on the Readly platform. Their content, which cover core areas for our readers including food, home, style and health will allow our subscribers to continue to engage with quality content that speaks to their interests."*

Readly is committed to continually improving its digital offering to consumers and the addition of News Life Media speaks to its mission to make quality content more accessible than ever before.

Couchman adds, "For publishers, our growing datapool of over 34 billion data points gives them a deeper understanding of reader behavior which enables them to become more data driven in their approach to maximising readership and developing their business. We are delighted to have News Life Media experience this unique dataset."

Since the Company was founded in 2012, Readly has pioneered the market for digital magazine subscriptions. With the addition of News Corp (News Life Media), Readly is now proud to be collaborating with over 900 publishers globally, including 18 publishers in Australia, providing its readers with access to over 5000 local and international titles. Further, Readly also has a suite of UK newspapers on the platform that Aussies or UK expats in Australia can also enjoy.

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