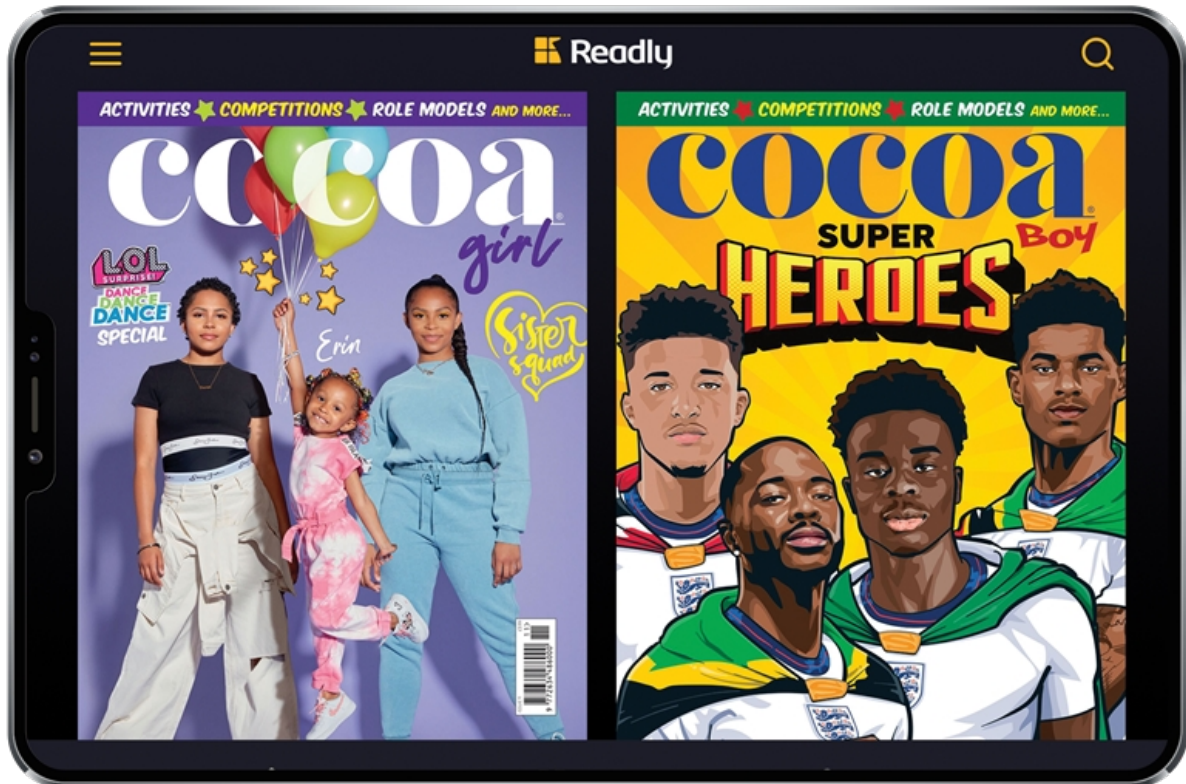


Readly strengthens its offering for kids with Cocoa Boy and Cocoa Girl



Readly, the European leader in digital magazines and newspapers, has added the UK's first magazine aimed at representing black children to its platform - the title has received much attention over the last year and through Readly, it will reach a global, digital audience.

Launched in 2020, the bi-monthly Cocoa Girl and Cocoa Boy magazines contain inspiring and empowering content for young girls and boys aged 7-11 years old. Written for children of all races, by children, it teaches children about black history and culture whilst profiling black role models.

*– We are so thrilled to be working with Readly and excited to introduce our magazines to a whole new readership. We feel it is the right time to take the magazines to a new digital level. We aim to educate on black culture and get more children reading, writing and thriving today and going forward, says **Serlina Boyd, Founder and Editor***

Cocoa Girl and Cocoa Boy will sit alongside the other children's titles in Readly's portfolio which currently include National Geographic Kids, Beano, Minecraft Secrets & Cheats, Go Girl and Animal Planet.

– This is an exciting launch for us in the children's sector - I am delighted to welcome these unique, ground-breaking titles to our platform. With such a clear USP, they made a massive impact at launch and have been read by thousands since. It's a pleasure to welcome these titles that have already made a positive impact on children's lives. I am sure our global audience will enjoy reading the content created by children. Meanwhile, the publisher benefits from a broader reach for their

*titles and the insights we provide through our analytics, says **Chris Couchman, Head of Content at Readly.***

Cocoa Girl and Cocoa Boy are now available to Readly's global audience as part of the Readly subscription with many other children's and family titles and access to over 5,000 magazines and national newspapers. **ENDS**

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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

About Cocoa Boy and Cocoa Girl

Inspired by her daughter, founder Serlina launched the UK's first magazine to celebrate Black girls, Cocoa Girl and Black boys, Cocoa Boys. Giving Black children a voice whilst educating the community about the Black culture. Cocoa magazine is filled with inspiring and empowering content for children aged 7-11 years old.