



**Press Release: 11<sup>th</sup> May 2020**

## **Readly Appoints Global Partnership Director**

### **Partnerships Growth Strategic Focus for Readly**

Readly, the digital magazine subscription service, has appointed Rob Hanlon as its new Global Partnership Director. This is a new role at Readly - as the business looks to strengthen partnerships as part of its business strategy.

Hanlon's role will look to grow the partnership universe at Readly in terms of sectors, numbers and geographical reach. As his position leading partnerships, he will negotiate the large strategic partnerships as well as oversee the business development and account management of partners in their individual territories.

Rob Hanlon, Global Partnerships Director at Readly, said: "It's an exciting time to join Readly as the business continues its rapid growth. Partnerships is a major strategic focus for Readly and an area that I am looking to grow throughout our core markets in Europe and beyond. With our selection of 5,000 quality titles we can appeal to a wide variety of demographics, providing a good fit for a multitude of companies.

"There is great potential for the growth of Readly partnerships. Digital music, film and audiobook partnerships are already in place with many businesses looking to use content as an engagement tool - and with our high quality trusted magazine content we provide the perfect solution for digital reading. We also see opportunities with partners looking to increase user revenue through subscriptions; publishers wanting to provide interesting offers to their readers; reward providers offering subscriptions for reward points; and overall brand building. And with more than 25 billion data points we are looking to provide partners invaluable insights into their customers and their content consumption."

With over 15 years' experience in partnerships, Hanlon joins Readly from his role as Commercial Director at Easyfundraising, one of the largest UK affiliate publishers. The role saw him managing the partnerships and marketing teams for the shopping platform with over £250m shopped via the platform every year. Hanlon's career in partnerships began in the music industry, leading to his role as Head of Partnership Marketing for

Warner Music Group. He then progressed to running business development and partnerships at subscription businesses LOVEFiLM and Amazon Video.

Hanlon continues: "Readly's breadth of portfolio ensures we can add value with partnerships within most sectors, but in particular: telcos and other utilities, device manufacturers, travel, finance, reward providers and FMCGs."

As more and more people turn to the digital subscription format for media consumption - Readly's "all-you-can-read" offer is proving increasingly popular with consumers and partners alike. With access to thousands of national and international magazines in one app - during 2019 alone, 83 million issues were read on the platform. Used in nearly 50 markets - Readly has featured in the Financial Times' 1000 fastest growing companies in Europe in 2019 and 2020.

Visit [www.readly.com](http://www.readly.com) for further information.

**End**

**For media enquiries:**

Paula Figgett, press contact at Readly UK

M: +44 (0)7968 985 938

E: [paula.figgett@readly.com](mailto:paula.figgett@readly.com)

**About Readly**

Readly is a digital subscription service that lets customers have unlimited access to nearly 5,000 national and international magazine titles - 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 800 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 2019 Readly distributed more than 120,000 issues of magazines that have been read 83 million times. [www.readly.com](http://www.readly.com)