

Readly Launches Enhanced Mobile Reading for US Magazines

New mobile viewing option enhances magazine reading on smaller screens, customizing the user experience.

AUSTIN, TX – March 15, 2017 – Readly, a company that’s changed how people discover and read magazines all over the world, recently introduced a new enhanced viewing option on smaller screens for US customers. This new feature enlarges the text size with all reading content in one column, making text-heavy articles a lot easier to read on small devices.

Mobile reading launched at the end of February with a select list of US and British titles, and Readly will add hundreds more in the coming months. Users simply look for the round yellow icon in the magazine menu, which note the magazines enabled with the enhanced reading feature. Enhanced mobile reading also allows customization of the font type, font size, line spacing and background color to fit personal reading preferences.

Readly is the first unlimited digital magazine service to offer an enhanced mobile reading feature on such a large portfolio of magazines. *“Readly’s digital reading experience is best in class with its ease of use and search functionality,”* said Bob Cohn, Senior Consumer Marketing Director at Bonnier. *“Now with the enhanced reading option, the reading experience at the article level on small devices can be customized to each reader’s personal preference, while still resembling the print experience.”*

Whether flipping through a magazine or reading an in-depth article, Readly offers the premier digital magazine experience, continually adding new titles to its portfolio of thousands of US and international magazines.

About Readly

Readly (<https://us.readly.com>) is a digital reading service that provides customers with unlimited, “all-you-can-read” access to thousands of national and international magazines. Available for both on and off-line use, the service is ultra-fast, easy-to-use and convenient. The Readly platform is family friendly, allowing up to five different profiles, and features enhanced mobile reading functions, as well as advanced search, a recommendation engine and sharing tools. In addition to consumer benefits, Readly offers a powerful, risk-free route to a global market for publishers. Readly is headquartered in Sweden, and has offices in Germany, the UK and US.

