

## **Blitz Publications partners with Magzter for digital expansion**

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Blitz Publications has chosen Magzter, the world's largest digital magazine newsstand, to expand its digital reader base. From workout techniques and inspirational interviews to healthy recipes and weight loss tips, Blitz Publications covers everything related to fitness through its exciting titles. Blitz Publications publishes several best-selling health and fitness magazines, including Australian Iron Man Magazine, Women's Health & Fitness, Nourish Magazine and Blitz Martial Arts Magazine.

New York, New York - Blitz Publications, which publishes several best-selling health and fitness magazines in Australia, chooses the world's largest digital magazine newsstand, Magzter, to expand its digital reader base. From workout techniques and inspirational interviews to healthy recipes and weight loss tips, Blitz Publications covers everything related to fitness through its exciting titles. Here is the list of most popular magazines from Blitz Publications that can be read on Magzter:

Australian Iron Man Magazine features workout plans, training programs, nutrition strategies, motivational tips, up-to-date news, profiles, interviews and competition reports from the growing Australian bodybuilding scene. This monthly magazine is priced at AUD 33.22 (\$24.99 USD) for an annual subscription on Magzter.

Women's Health & Fitness delivers the best advice and breaking news in health, well-being, weight loss, fitness, beauty and style, sex and relationships, and personal development. This monthly magazine is priced at AUD 25.24 (\$18.99 USD) for an annual subscription on Magzter.

Nourish Magazine is Australia's premier food magazine, featuring healthy recipes, diet tips, nutritional info and monthly meal plans. This monthly magazine is priced at AUD 50.50 (\$37.99 USD) for an annual subscription on Magzter.

Blitz Martial Arts Magazine brings you the best in self-defense instruction and discussion from Australasia and around the world. This bi-monthly magazine is priced at AUD 22.58 (\$16.99 USD) for an annual subscription on Magzter.

"Blitz Publications is very pleased to partner with Magzter. With more than 30 million subscribers, we believe this is a great platform to further promote our 8 market-leading brands, such as Nourish Magazine, Women's Health & Fitness, Iron Man among others, across a growing online distribution platform. When looking for opportunities to further our footprint in the Digital environment, Magzter was a great choice for us - we're market leaders, they're market leaders - it just makes sense." - Silvio Morelli, CEO, Blitz Publications - Australia

"Being a fitness enthusiast myself, I always look out for interesting and effective ways to stay fit and healthy. Blitz Publications highlights well-researched and result-oriented workout techniques in its magazines, which are sure to inspire millions of readers on Magzter to turn fit and lead a healthier life." - Girish Ramdas, CEO, Magzter Inc.

"We've been adding a lot of popular fitness magazines from Australia to our catalogue, and I am quite confident that the addition of Blitz Publications' magazines will please the fitness enthusiasts on Magzter. The fitness tips and workout techniques shared by the industry experts in these magazines are universally effective and relevant." - Vijay Radhakrishnan, President, Magzter Inc.

Device Requirements:

prMac: Publish Once, Broadcast the World :: <http://prmac.com>

- \* iPhone, iPad, and iPod touch
- \* Requires iOS 7.0 or later
- \* 30.8 MB

**Pricing and Availability:**

Magzter - Digital Magazine Newsstand 6.7 is free (with in-app purchases) and available worldwide through the App Store in the News category. The Magzter app is also available on the web, Google Play, Amazon App Store, Kindle Fire and is expanding to more platforms soon. Magzter's easy purchase and renewal systems ensure subscriptions are paid on time, eliminating the need for paper checks and postal mail issues. Users can buy their magazines on any of the above devices/platforms and seamlessly port their purchases to any other devices, a feature unique to Magzter.

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Magzter is the world's largest and fastest growing global digital magazine newsstand with over 30 million digital consumers, more than 8,000 magazines from over 3,500 publishers. Headquartered in New York, Magzter has its local offices in London, Barcelona, Amsterdam, Mexico City, Cape Town, Chennai, Singapore and Tokyo and will soon be expanding to other countries. Founded by global entrepreneurs, Girish Ramdas and Vijay Radhakrishnan in June 2011, Magzter enables magazine publishers around the world to create and deliver digital editions of their titles to global consumers. Powered by its proprietary OREY Click Publishing System(R), Magzter also enables their customers to publish interactive/audio-visual content in the magazine as it supports HTML5. Magzter launched Magzter GOLD subscription service to give digital readers unlimited access to thousands of magazines for a low monthly price. All Material and Software (C) Copyright 2016 Magzter Inc. All Rights Reserved. Apple, the Apple logo, iPhone, iPod and iPad are registered trademarks of Apple Inc. in the U.S. and/or other countries. Other trademarks and registered trademarks may be the property of their respective owners.

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