

## **Magzter's Go Green Contest saves more than 2,000 Trees**

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Magzter just ran a unique and interesting "Go Green" contest between September 16 and October 15, which encouraged its readers across the globe to read more magazines digitally. The contest was a roaring success as readers from over 190 countries participated and saved more than 2,000 trees by reading all that they love on Magzter. Magzter chooses the best articles from thousands of magazines and curates them in a beautiful reading experience optimized for both iPhone and iPad.

New York, New York - Magzter, the world's largest digital magazine newsstand, ran a unique and interesting "Go Green" contest between September 16 and October 15, which encouraged its millions of readers across the globe to read more magazines digitally. The contest was a roaring success as readers from over 190 countries participated in it and saved more than 2,000 trees by reading all that they love on Magzter.

The winner of the Go Green contest, Mr. Adharsh Iyengar, who read the most number of magazine pages during the contest period, walked away with a brand new iPhone 7, while nine other top readers were rewarded with \$100 (USD) gift cards each. This contest not only motivated the existing users to read more digitally, but also encouraged thousands of new readers to plunge into digital reading, which ultimately helped in saving more trees and the environment.

Magzter has a page on their website which showcases how much their readers are helping in saving the environment by reading digitally and saving paper and thereby trees, oil, landfill space, energy, water and air pollution.

Following the success of Go Green contest, Magzter has launched an all-new exciting contest - The Ultimate Reading Championship, on October 25. Many more exciting activities are added in this contest apart from reading magazines, which will take the readers closer to winning some fabulous prizes.

More than 10,000 people participated in the first contest and the Magzter team predicts this number to exponentially increase in the upcoming contests as more readers are increasingly switching from print to digital reading.

### **Device Requirements:**

- \* iPhone, iPad, and iPod touch
- \* Requires iOS 7.0 or later
- \* 31.6 MB

### **Pricing and Availability:**

Magzter - Digital Magazine Newsstand 6.9 is free 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.

Magzter - Digital Magazine Newsstand 6.9:  
<http://www.magzter.com>

### **Download from iTunes:**

<https://itunes.apple.com/app/magzter-reading-destination/id412163953>

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

Download from Google Play:

<https://play.google.com/store/apps/details?id=com.dci.magzter&hl=en>

Save the Environment:

<http://www.magzter.com/save-environment>

The Ultimate Reading Championship:

<http://www.magzter.com/ultimate-reading-championship>

Screenshot:

<http://akcdn.magzter.com/images/banner/Go-Green-PR.jpg>

Magzter is the world's largest and fastest growing global digital magazine newsstand with over 30 million digital consumers, more than 8,500 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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