

Movistar partners with Magzter to offer unlimited digital magazines

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Magzter will offer an unparalleled digital reading experience to Movistar subscribers. This partnership aims at offering Magzter GOLD to Movistar's 760,000+ subscriber base. Magzter is the world's largest digital magazine newsstand and content destination. Magzter GOLD is the All-You-Can-Read subscription model, providing unlimited access to over 4,000 of the best-selling magazines and premium articles, including many from the top Mexican publishers.

New York, New York - Telefonica's Movistar, one of the largest telecommunication operators in Mexico, has partnered with Magzter. Magzter, the world's largest digital magazine newsstand and content destination, will offer an unparalleled digital reading experience to Movistar subscribers. This partnership aims at offering Magzter GOLD, the "All-You-Can-Read" subscription model, which provides unlimited access to 4,000+ of the best-selling magazines and premium articles (including many from the top Mexican publishers) to Movistar's 760,000 subscriber base.

Since people are becoming increasingly dependent on their smartphones for getting all the latest updates from around the world, this offering from Magzter is sure to delight the Movistar users. These users can enjoy reading magazines spread across 30 exciting categories including automotive, business, comics, education, entertainment, fashion, fitness, lifestyle, news, politics, science, technology and travel.

The readers can not only enjoy unlimited access to superlative content from Mexico, but from all the major countries including Spain, USA, UK, Singapore, Australia, India, Canada and South Africa. Apart from leading Spanish-language magazines like Forbes Mexico, Entrepreneur en Espaol, Revista Proceso, Playboy Latino, Tiempo, Cuore, Rolling Stone - Mexico and MAXIM Mexico, Magzter also offers popular titles across 60 widely spoken languages including English.

Magzter, which has so far saved 150,000 trees by inspiring 35+ million users from around the world to take up digital reading, is quite confident of adding thousands of new users via this partnership. On the other hand, Movistar looks at consolidating its position by offering this one-of-a-kind value-added service to its subscribers.

"The priority of Telefonica Movistar will always be to have the best offer to its users and with these alliances, we bet on new products and options that offer a differential experience with the best quality and at the same time offers new tools for the needs of our customers." - Maria Angeles Callejo, Deputy Director of Digital Services, Telefonica Mexico

"We are delighted to partner with Movistar and offer our world-class digital reading service to their subscriber base. With Mexico boasting of many renowned publishers and its smartphone penetration constantly increasing, we see this partnership as an important step towards achieving our goal of becoming the ultimate digital reading destination." - Girish Ramdas, CEO, Magzter Inc.

"In our constant endeavor to take Magzter to every nook and corner of the world, we always look out for exciting new partnerships to accelerate our growth. In this direction, we are thrilled to partner with Movistar and we firmly believe that thousands of their subscribers will take up digital reading and help us save more trees and the environment." - Vijay Radhakrishnan, President, Magzter Inc.

Device Requirements:

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

- * iPhone, iPad, and iPod touch
- * Requires iOS 8.0 or later
- * 48.1 MB

Pricing and Availability:

Magzter - Digital Magazine Newsstand 6.14 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 35 million digital consumers, more than 9,300 magazines from over 4,000 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 2017 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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