

Time launches digital subscriptions for all magazines

NEW YORK, US: US magazine giant Time Inc has announced it would offer digital subscriptions for all 20 of its consumer magazine titles for iPad on Apple's Newsstand.

The titles includes *Time* magazine, *Sports Illustrated*, *Money*, *People*, *Fortune* and others, which will be available for US customers and in some international markets.

Time, a unit of Time Warner, said print subscribers will be able to access the digital editions at no additional cost, and that single issue copies will also be sold.

"We are thrilled to bring our entire US portfolio to Newsstand. It's an important step toward fulfilling our goal of being everywhere consumers want us to be," said Time Inc. chief executive Laura Lang.

"People love reading our digital magazines already on iPad and we are confident we can deliver an even greater consumer experience on Newsstand with digital subscriptions."

The move comes amid a growing trend toward digital subscriptions for newspapers and magazines amid declining print readership.

Source: *AFP* via I-Net Bridge

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