



WEYV Announces Partnership with Bonnier Corporation, Expands In-App Magazine Options

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Troy, Michigan, April 24, 2018 (GLOBE NEWSWIRE) -- [WEYV](#), an app platform with music, magazines and more all in one app experience, today announced its partnership with Bonnier Corp., one of the largest special interest-publishing groups in America.

 [WEYV – Music, magazines and more all in one app](#)

WEYV is an entertainment app with music, magazines and (soon) TV shows and podcasts all in one app experience

Through this partnership, WEYV will now offer 17 new magazines in the app, including *Boating, Cruising World, Cycle World, Field & Stream, Flying, Hot Bike, Marlin, Motorcyclist, Outdoor Life, Popular Science, Sailing World, Salt Water Sportsman, Saveur, Scuba Diving, Sport Fishing, Working Mother* and *Yachting*.

The inclusion of these special-interest titles is in direct response to WEYV users seeking additional magazine options.

“As a start-up, it is critical that we listen to the requests from our customers. While WEYV already offered a healthy mix of lifestyle, trade and business magazines in the app, it was clear there was a need for additional content focused on specific interests,” said Stephanie Scapa, CEO of WEYV. “Partnering with Bonnier Corp., one of the leading special-interest publishers in the country, was an obvious and natural next step to diversify the content we offer to our users.”

WEYV is available as an ad-free, subscription-based app that allows users to listen to music, read magazines and (soon) watch visual content. WEYV is available on iOS and Android devices and via a web player for U.S.-based users.

“Consumers today are devouring media on many platforms and partnering with WEYV nicely compliments our efforts to be where our readers are,” said Sean Holzman, Chief Digital Revenue Officer, Bonnier Corp. “A strategy to engage consumers in a digital environment is key and we look forward to furthering our readership with WEYV.”

More content – including music, magazines, podcasts and videos – will be added to WEYV on a rolling basis.

WEYV is available for a 14-day free trial and can be accessed via the [App Store](#), [Google Play](#) and the [WEYV website](#).

About WEYV

WEYV, an Altair (Nasdaq: ALTR) company, is a platform that offers a full catalog of digital content to U.S.-based consumers and is available via iOS and Android devices and via a web player. WEYV enables users to listen to music (on-demand and stations), read magazines and eventually watch visual content like TV shows and movies. WEYV is committed to donating 0.5 percent of its revenue to charitable causes. For more information, visit www.weyv.com and follow WEYV on [Facebook](#), [Instagram](#) and [Twitter](#).

About Bonnier Corporation

Bonnier Corp. is one of the largest special-interest publishing groups in America, with more than 30 multichannel brands extending into all platforms including magazines, digital media, events, and product licensing. Bonnier Corp.'s brands include Popular Science, Saveur, Field & Stream, Yachting, Flying, Salt Water Sportsman, Cycle World, Working Mother, and Outdoor Life. Bonnier Corp. is owned by Swedish-based Bonnier AB, a multichannel media conglomerate operating in 15 countries.

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Attachment

- [WEYV – Music, magazines and more all in one app](#)

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