

How PressReader creates a reader's dream

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PressReader offers users access to more than 7,000 publications

At [Toronto Pearson Airport](#) (YYZ), international travelers arriving into Canada this fall know that at least a 14-day quarantine awaits them just outside the airport.

A few specific exceptions are made, but for the most part nearly all incoming international travelers must endure the quarantine. They can binge Netflix or some other streaming entertainment. But if they are a news junkie who follows current events around the world, a partnership with [Air Canada](#) and the onboard media provider [PressReader](#) could make lockdown a little more palatable.

In the promotion, any person who voluntarily takes a COVID-19 test offered at YYZ will receive complimentary PressReader access for 14 days after their arrival. The testing is part of a research study by another Air Canada partner, [McMaster HealthLabs](#), which is conducting the tests to see if an₁

airport-based surveillance program is feasible. More importantly, also see if there is a way forward to end the two-week quarantine for passengers entering the country.

Whether it is in Canada, or anywhere else, people seem to be reading more – if PressReader’s engagement statistics are any indication. Through its service, the company offers access to more than 7,000 publications across 120 countries.

Top International Publications on PressReader

- The Washington Post*
- The Guardian*
- El Pais*
- Bloomberg Businessweek,*
- Fast Company*
- Vogue*
- Rolling Stone*



“The average session length across PressReader’s platform doubled during this time and continues to increase,” says Sandra Young, Manager of Public Relations and Brand Strategy at PressReader, based in Richmond, British Columbia. The company is constantly adding new content to its portfolio and now has digital versions of print publication in dozens of categories including children’s material.

PressReader research shows that up to 50 percent of airline passengers say digital access to local and international news helps enhance their journey. The company now has a presence in more than 150 airline lounges. Two of the most recent PressReader customers are [Alaska Airlines](#) and [Aspire Lounges](#). PressReader access is offered on [British Airways](#), [Turkish Airlines](#), [Cathay Pacific Airways](#), [Iberia](#) and Air Canada.

“As travel resumes, heightened safety measures have advised the removal of print newspapers and magazines in airport terminals and lounges to encourage a contactless experience – but that doesn’t mean operators need to sacrifice the customer experience,” says Young.