

PressReader extends partnership with CAVU for lounges



PressReader and CAVU extend and renew content partnership

[PressReader](#) announced an extended and enhanced partnership with [CAVU](#). The collaboration between the two parties focuses on improving the passenger experience inside the airport for seamless travel, particularly within CAVU's Escape Lounges and 1903 Lounge brands, the press release said.

PressReader provides CAVU with sponsored access to its content platform, home to more than 7,000 global publications from 120-plus countries in more than 60 languages. Publications, such as The Economist, are already accessible to CAVU's lounge guests. The partnership with PressReader will provide additional content for travellers to enjoy. CAVU staff will also have access to the content.

"We are happy to renew our partnership with PressReader, which provides guests in CAVU's 26 lounges with a rich and sustainable digital reading experience," said Heidi Stancliffe, CAVU's Head of Product Strategy. "With a wide variety of languages and titles offered, PressReader is a core amenity as we continue to grow our lounge portfolio globally."

"Our journey with CAVU began in 2020 with MAG US and continued in 2021 with MAG UK, marking a journey of evolution and growth. In renewing our global agreement with CAVU, we celebrate the enduring strength of our partnership, which aligns seamlessly with our mission of prioritizing traveler experience and innovation," said Carlos Martínez, PressReader's Director of Partnerships. "This collaboration not only broadens global accessibility to PressReader's extensive content platform but also elevates our brand's presence within the travel industry."

"We share CAVU's commitment to innovation, sustainability, and enhancing the traveler experience in the aviation/lounge sector. Together, we're poised for international expansion, and the synergies between our two companies are set to shape the future of travel."