

PressReader to fly on Italian flag carrier



An ITA Airways A320 (Photo Courtesy AvioBlogger)

[PressReader](#) announced today it has launched a partnership with [ITA Airways](#), the new Italian flag carrier to provide an online newsstand.

"I am very happy to introduce our new digital newsstand, a further step towards providing our passengers with an always enhanced journey. The partnership with PressReader enables us to offer a contactless and sustainable reading experience, confirming our commitment to building an increasingly digital and innovative company. Our customers' wellbeing is at the core of every decision we take and the center of all our efforts," said Giovanni Perosino, Chief Marketing Officer of ITA Airways, in the announcement of the partnership.

PressReader offers passengers a way to enjoy an enhanced reading experience while aligning to ITA's Flying Safely protocols. PressReader provides ITA Airways passengers with online access to preferred content from more than 7,000 newspapers and magazines from 120 countries and in more than 60 languages.

The PressReader touchpoints will be rolled out in a phased approach. In phase one, access to the platform will be offered to all passengers through a link in the airline's web check-in emails with a validity of 58 hours, and also at check-in desks. ITA Airways lounges at Fiumicino and Linate, reopened on January 17, will also provide access to PressReader. In phase two, ITA Airways and PressReader will continue to work together to offer passengers more digital and integrated access modes.

"PressReader is excited about working with ITA Airways, our first SkyTeam Alliance member partner, to bring the dolce vita to the skies," said Alex Kroogman, Co-founder and CEO of PressReader Group of companies. "ITA Airways' focus on efficiency and innovation, customer satisfaction and environmental sustainability is the foundation of our partnership. Uniquely positioned to provide contactless, eco- friendly, and premium reading experience for passengers, PressReader is committed to supporting ITA Airways on its way to reducing environmental impact and building one of the most ecological companies in Europe."