



Libraries Year in Review 2019–2020



Top New Publications of the Year

- For You
- Browse
- Downloaded
- Bookmarks
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Frankfurter Allgemeine



The Chronicle Herald



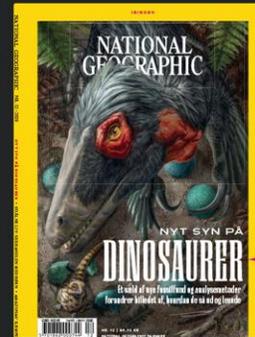
El Espectador



El Diario Ecuador



Esquire



National Geographic



Muy Interesante



Fortune



The Nation



Esquire



Mmegi



The Monitor



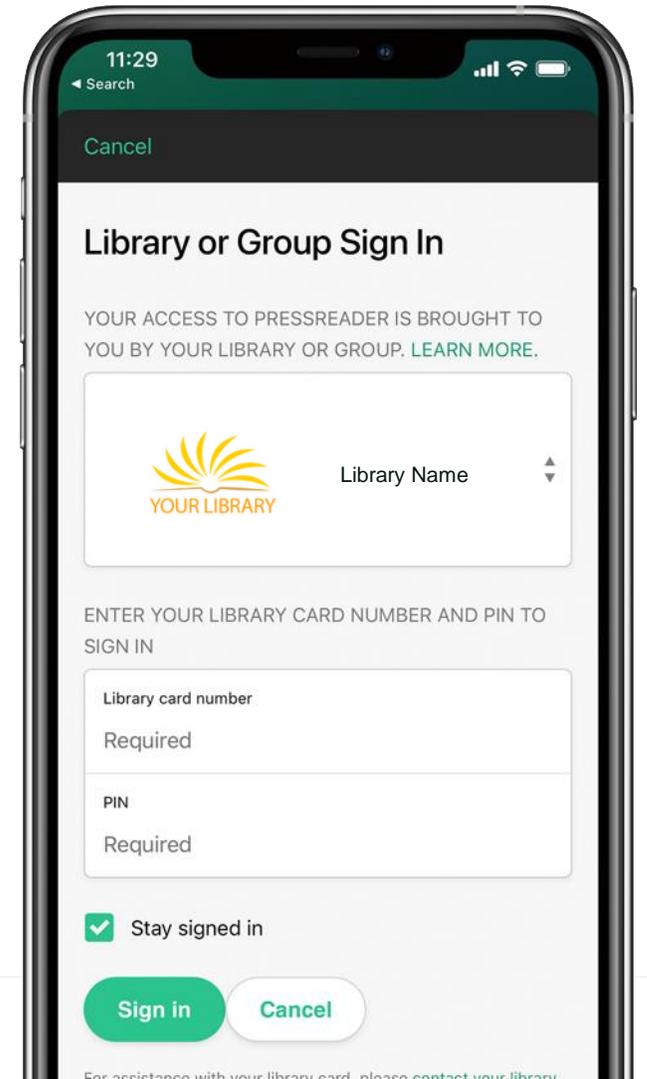
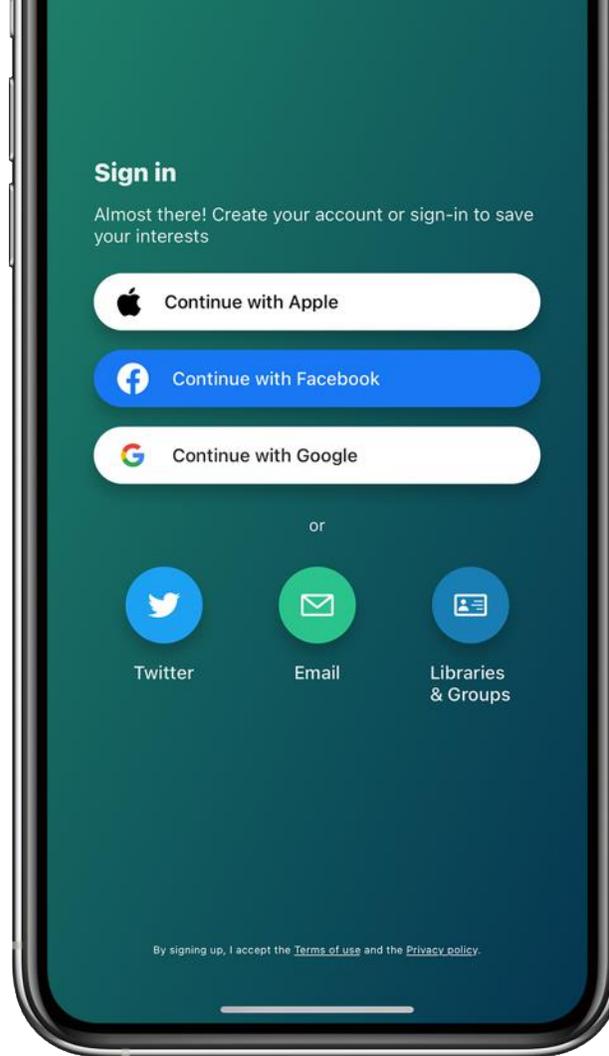
Check out the full list



What's new at PressReader

New ways to connect

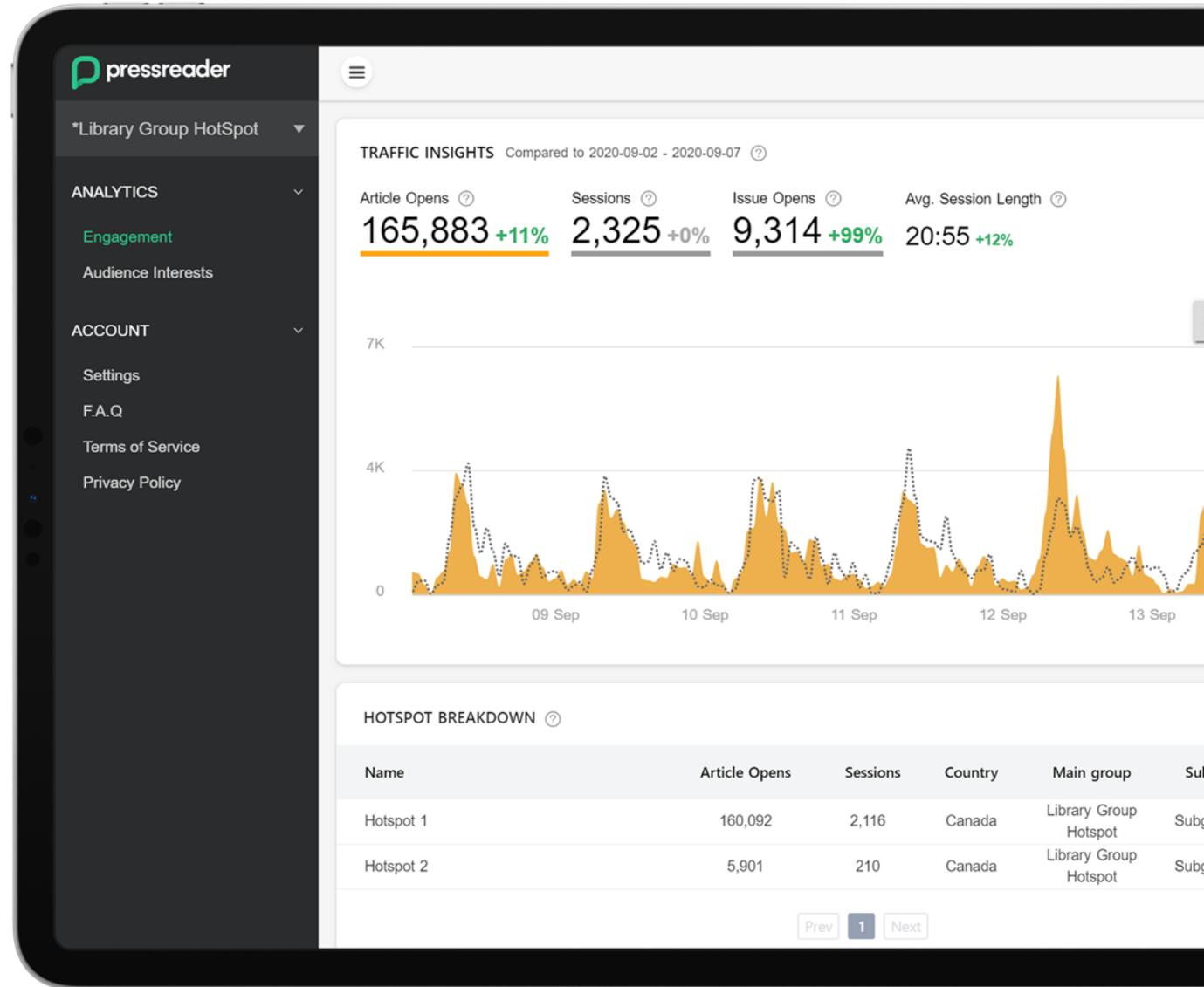
We added new authentication methods available for the Shibboleth and Finna Portal. Plus URL Referrer and EZproxy is also available now in the app.



What's new at PressReader

New analytics platform

We built PressReader Analytics to provide you data that makes sense. It is a comprehensive dashboard designed to give you a better understanding of your patrons, with insights to help you improve PressReader usage.

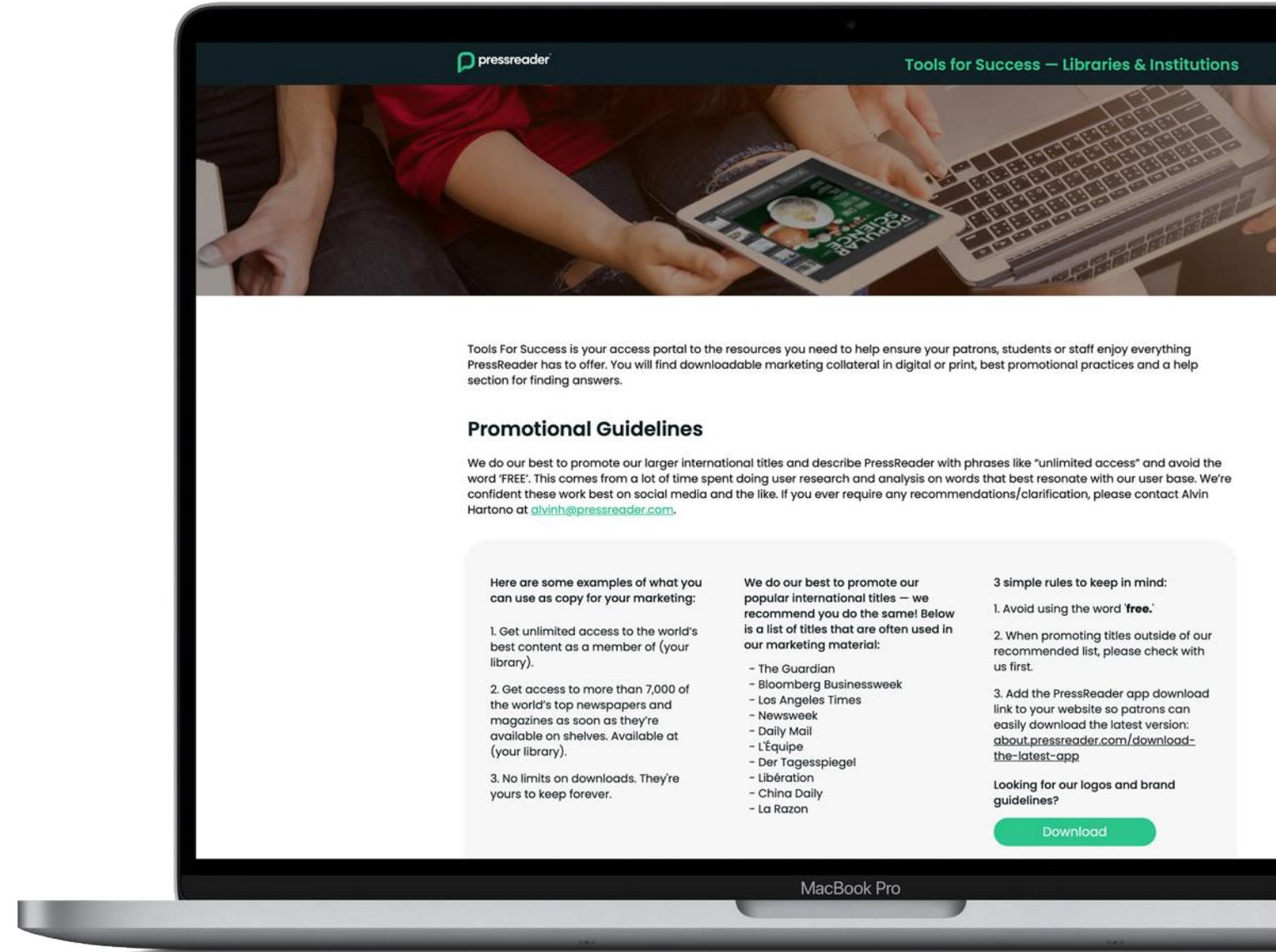


What's new at PressReader

Tools for Success

Your access portal to the resources you need to help ensure your patrons, students or staff enjoy everything PressReader has to offer.

[Visit our page](#)



Tools For Success is your access portal to the resources you need to help ensure your patrons, students or staff enjoy everything PressReader has to offer. You will find downloadable marketing collateral in digital or print, best promotional practices and a help section for finding answers.

Promotional Guidelines

We do our best to promote our larger international titles and describe PressReader with phrases like “unlimited access” and avoid the word ‘FREE’. This comes from a lot of time spent doing user research and analysis on words that best resonate with our user base. We’re confident these work best on social media and the like. If you ever require any recommendations/clarification, please contact Alvin Hartono at alvinh@pressreader.com.

Here are some examples of what you can use as copy for your marketing:

1. Get unlimited access to the world's best content as a member of (your library).
2. Get access to more than 7,000 of the world's top newspapers and magazines as soon as they're available on shelves. Available at (your library).
3. No limits on downloads. They're yours to keep forever.

We do our best to promote our popular international titles – we recommend you do the same! Below is a list of titles that are often used in our marketing material:

- The Guardian
- Bloomberg Businessweek
- Los Angeles Times
- Newsweek
- Daily Mail
- L'Équipe
- Der Tagesspiegel
- Libération
- China Daily
- La Razon

3 simple rules to keep in mind:

1. Avoid using the word ‘free.’
2. When promoting titles outside of our recommended list, please check with us first.
3. Add the PressReader app download link to your website so patrons can easily download the latest version: about.pressreader.com/download-the-latest-app

Looking for our logos and brand guidelines?

[Download](#)

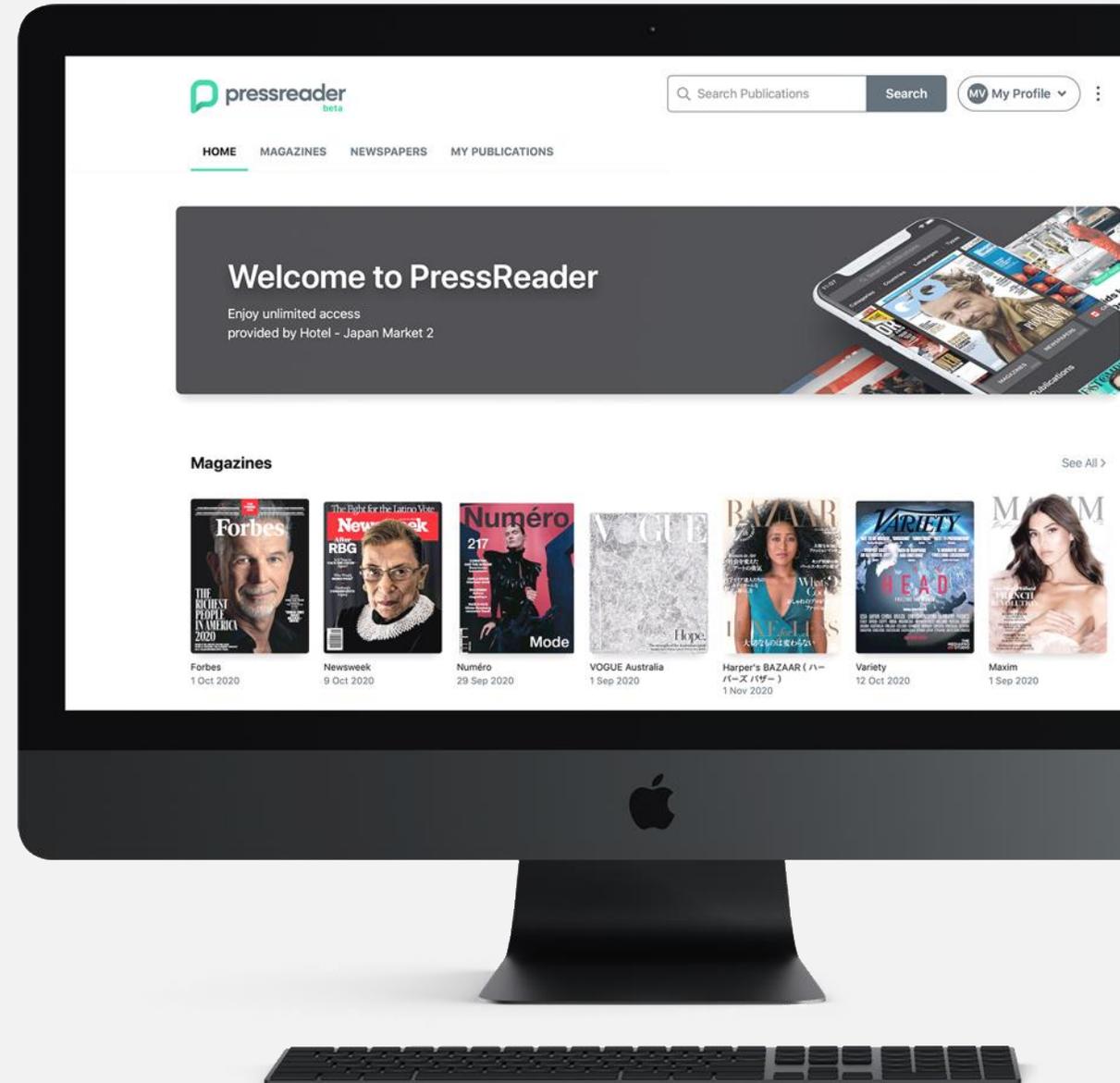
PressReader Accessibility

For everyone who ❤️ reading

At PressReader, we believe reading should be accessible to everyone. We know many readers rely on tools or assistive technology to access content at learning centers, institutions, and businesses.

With navigation, audio, tab navigation, color contrast, large named buttons, and user font size control — it's here to serve readers who need it most. It's an inclusive product for users worldwide.

[Learn more](#)



What's coming to PressReader in 2021

2020 was a year of digital transformation and better analytics. 2021 will be a year of personalization and an improved reading experience.

- Product Facelift
A newer, simpler design for reading on the web
- Self Publication
Upload your own content to the PressReader catalog
- Counter Compliant Reports