

## Rogers Media Launches Next Issue Canada - Ken Whyte Appointed President -

Written by Australian Business

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□ *Subscription-based service way of future for content consumption* □□ *Digital newsstand delivers more than 100 iconic Canadian and U.S. magazine brands* □  
□ *Rogers Media becomes partner in Next Issue Media™, along with Condé Nast, Hearst, Meredith, NewsCorp, and Time Inc.* □

TORONTO, Sept. 26, 2013 /PRNewswire/ - In keeping with its commitment to delivering the most innovative technologies and inspiring world-class content, Rogers Media today announced the launch of Next Issue Canada - the country's leading-edge, all-you-can-read subscription digital magazine service. An exclusive partnership with Next Issue Media™, Next Issue Canada, available October 15, provides Canadian consumers with exclusive and unlimited access to a catalogue of more than 100 top-tier premium Canadian and U.S. titles

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all with just one easy-to-use tablet app and one monthly payment.

"Rogers continues to be at the forefront of digital innovation, marrying the latest technologies with world-class content to lead the transition in how audiences experience their favourite brands. Our investment in Next Issue Canada reinforces our commitment to our digital future and the magazine industry," said Keith Pelley, President, Rogers Media. "With the evolving media landscape and rapid growth of subscription-based services, Rogers Media is in an enviable position with our robust content offerings across publishing, television, radio, sports, and retail."

Today, Rogers Media also announced that the country's most respected publishing expert, Ken Whyte, has been appointed President of Next Issue Canada. Previously, Whyte was President of Rogers Publishing and Custom Content.

Added Pelley: "We believe so strongly in the digital future of content, and the power of the Next Issue platform, that we're putting the country's most creative publishing mind, Ken Whyte, at its helm. With Ken's unrelenting passion for superior content and understanding of audiences, he will lead Next Issue Canada with the vision and spirit of inventiveness that has become his signature in the Canadian media landscape."

In conjunction with the launch of Next Issue Canada, Rogers's magazine titles will be available to U.S. subscribers of Next Issue, beginning October 15.

"The Next Issue platform is the future of magazine content consumption. It was the first all-you-can-read subscription digital magazine service, serving up the world's best magazines in a format that enhances what readers love about magazines: the sensory experience, the stunning visuals, in-depth content and the discovery of the unexpected," said Whyte. "Next Issue Canada delivers added value with an all-you-can-read experience. It retains the best of print while making the content come to life vividly, giving readers a more personalized, interactive experience. As a result, the magazine of today is even more powerful than the magazine of yesterday."

Next Issue Media™ was formed in 2009 and is a joint venture originally formed by five leading U.S.-based publishers - Condé Nast, Hearst, Meredith, NewsCorp, and Time Inc. - and is now joined by Rogers Media. Whyte and Melinda Rogers, Senior Vice President of Strategy & Development at Rogers Communications and Founder and Managing General Partner of Rogers Venture Partners, have joined the Next Issue Media™ Board of Directors.

**Most Popular Magazine Brands in North America** Next Issue Canada is an all-you-can-read subscription publishing-on-demand digital service in Canada

. It delivers magazine lovers access to Rogers's leading brands - including Maclean's, Chatelaine, FLARE, Today's Parent, Sportsnet, Canadian Business, LOULOU and MoneySense - alongside access to U.S. magazines, such as Vogue, The New Yorker, Vanity Fair, GQ, Esquire, Fortune, Glamour, Rolling Stone, Sports Illustrated, TIME, and many more.

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Next Issue Canada allows customers to have unlimited access to as many magazines in the Next Issue newsstand as they want, starting at \$9.99 per month for all monthly magazines, with the ability to browse and discover new titles at no extra cost. For

\$14.99

, in addition to monthly magazines, customers will also be able to access all weekly publications. With either subscription, all digitized back issues are included.

**Available as of October 15** Next Issue Canada launches October 15 on iPads, Android tablets, and Win8 devices, with exclusive access to Rogers wireless and cable customers for an initial two-month free trial. On

December 15

, all Canadians will be able to access the Next Issue Canada digital newsstand, with the first month free.

"We're thrilled to be partnering with Rogers to bring for the first time the Next Issue experience to customers outside of the U.S.," said Morgan Guenther, CEO of Next Issue Media. "In addition to its popular magazine titles, the Rogers organization offers unparalleled reach to consumers throughout Canada via its cable, wireless, broadcast, sports and Internet properties. We look forward to working with Rogers across all digital channels to ensure seamless delivery of unlimited magazines to new and existing consumers."

The initial version of the Next Issue Canada app will be in English, with a French version to follow in 2014.

For more information on Next Issue Canada visit [www.NextIssue.ca](http://www.NextIssue.ca)

Follow @NextIssueCanada on [Twitter](https://twitter.com/NextIssueCanada) Engage with Next Issue Canada on [Facebook](https://www.facebook.com/NextIssueCanada)

**About Next Issue Media** Next Issue Media, the company behind Next Issue, is a joint venture originally formed by five leading U.S.-based publishers - Condé Nast, Hearst, Meredith, News Corp., and Time Inc., and is now joined by Rogers Media. The company was formed to bring the world's most popular magazines and newspapers to life on the digital

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device of your choice.

**About Next Issue Canada** Next Issue Canada is a joint venture with Rogers Media and Next Issue Media. Next Issue Canada was launched in 2013, bringing the world's most popular magazines to life for Canadians on their tablet of choice.

**About Rogers Media Inc.** Rogers Media Inc., a division of Rogers Communications Inc. (TSX: RCI; NYSE: [RCI](#)), is a diversified leading Canadian media company that engages in television and radio broadcasting, publishing, digital, and sports entertainment. Rogers Broadcasting has 53 AM and FM radio stations across Canada; television properties include seven City stations, five OMNI multicultural television stations, Sportsnet (consisting of four regional channels and the nationally-distributed Sportsnet ONE, Sportsnet World, and Sportsnet 360), and The Shopping Channel. Rogers Publishing produces many well-known consumer and online magazines, such as Maclean's, Chatelaine, L'actualité, Canadian Business, and is the leading publisher of a number of industry, medical and financial publications. Rogers Media's suite of digital assets includes 90+ owned and 300+ premium partnership sites. Rogers Media Inc. owns Rogers Centre stadium, a year-round sports and entertainment facility, and the Toronto Blue Jays Baseball Club.

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