

(PRLEAP.COM) SYDNEY, AUSTRALIA – September 5th, 2013 – Launched today, Happiness + Wellbeing magazine inspires iPad iOS users to lead healthier, happier and more meaningful lives. Combining monthly articles, wisdom and advice from some of the world's leading experts on health, wellbeing and happiness, Happiness + Wellbeing magazine targets the intelligent, adventurous and perceptive woman.

"At the end of the day, we all want to be happy," says Cassandra Lane, the Editor-in-Chief of Happiness + Wellbeing mag. "But how many of us actually know how to be happy anymore? There seems to be a gap in our education relating to happiness and how to live a balanced, healthy and satisfying life."

Available to download for free and then offered as a monthly magazine for \$2.99 (with the initial launch issue also available to download for free), Happiness + Wellbeing is set to target a gap in the self-development and lifestyle category.

"I believe that happiness can be more than just a fleeting emotion or sensation." Cassandra states. "Instead, it can be an approach to life that combines being physically healthy, spiritually fulfilled and satisfied with the various areas of our life such as our career and our relationships. It's also about really understanding what makes our brain and soul tick." She continues, "For this reason, Happiness + Wellbeing magazine has taken a holistic approach to happiness, rather just a one-dimensional quick fix. We want long-term and realistic happiness to become achievable for our readers."

Each month the Happiness + Wellbeing team present features on psychology and emotional self-help, health, spirituality, fitness, beauty, love and careers. Each issue also features a happiness advocate who offers a unique and inspiring insight into personal happiness and wellbeing. For the launch issue, Lori Deschene, who is the Founder of popular website Tiny Buddha, has been selected as a happiness advocate. Issue two, which can be downloaded immediately, features Yael Cohen, the CEO of cancer charity FCancer.

"Everyone deserves to be happy. And everyone deserves to know what they can do to influence the quality of their life. Happiness + Wellbeing mag fills the knowledge gap between the reality and the dream, enabling our readers to take real steps to living the life they've always wanted."

Happiness + Wellbeing magazine is available to download from the Apple App Store Newsstand now. The launch issue is free.

Happy Planet Apps releases their fresh digital magazine, 'Happiness + Wellbeing magazine', for the Apple

Written by Australian Business

You can download the magazine here: <https://itunes.apple.com/app/happiness-+-wellbeing-magazine/id669972334?ls=1&mt=8>

For more information, please visit www.hwmag.happyplanetapps.com

Happiness + Wellbeing magazine is also available on twitter @HappyWellMag and on Facebook at facebook.com/HappyWellMag

About Happy Planet Apps: Happiness + Wellbeing magazine was created by Happy Planet Apps, a boutique Australian app company. Founded in 2012, Happy Planet Apps develops apps to inspire, motivate and promote happiness. Inspire Me Quotes, which was launched in May 2013, is available to download for free from the Apple App store.