

London, 12th April 2021

North American Magazine *BirdWatching* Launches Digital Subscriptions

US magazine *BirdWatching* has launched brand new digital subscription options for individuals and institutions through the Exact Editions platform. Subscriptions feature fully-searchable access to a growing modern archive of back issues that can be browsed seamlessly across web, iOS and Android devices.

For over 25 years, *BirdWatching* has been North America's premier magazine about wild birds and birding. Each issue contains feeding and attracting tips, reviews of books, new products and news about conservation hotspots, as well as articles written by experts in the field.

The brand new archive, which stretches back to the beginning of 2019, offers intuitive navigational tools such as linked contents pages, URLs and email addresses that provide an integrated browsing experience. Additionally, an advanced Boolean search function enables readers to easily pinpoint references to specific species, topics or writers.

BirdWatching is available in the Exact Editions individual and institutional shops here:

Individuals: <https://shop.exacteditions.com/birdwatching>

Institutions: <https://institutions.exacteditions.com/birdwatching>

Jason Pomerantz, Vice-President Circulation Strategy at Madavor Media, commented: "Regardless of whether readers enjoy watching birds in their backyard or further afield, the new archive will arm enthusiasts with the information they need to find, attract, identify and understand birds."

Managing Director of Exact Editions, Daryl Rayner, said: "The wealth of information available at the touch of a button in the digital edition of *BirdWatching* will be extremely valuable to anyone with an interest in birds, whether in an amateur or professional capacity."

About Madavor Media:

Madavor is a world-class media company that produces content across multiple platforms for a diverse audience of passionate enthusiasts and those seeking to take charge of their well-being. It publishes titles spanning aviation, photography, music and wellness.

About Exact Editions:

Exact Editions is a digital publishing company based in London. It is a team of producers, developers and designers that turns periodicals and books into dynamic, user-friendly digital editions. Exact Editions specialises in digitising content, selling subscriptions and providing streaming solutions across web, iOS and Android platforms. Exact Editions are also the innovators of 'Reading Room' technology, so publishers can provide streaming, time-limited, access to digital editions.