



Press Contact:

Marci McCue, Flipboard
marci@flipboard.com

Christel van der Boom
christel@flipboard.com

FLIPBOARD MAGAZINES LAUNCH FOR PRIVATE GROUPS: NOW CLASS-ROOMS, CLUBS, WORK GROUPS, FRIENDS AND FAMILIES CAN COLLECT AND SHARE PRIVATELY ON FLIPBOARD

On Second Anniversary, Popular Magazines Show Diversity of Opinions and Interests

PALO ALTO, Calif., March 30, 2015 —Today, on the heels of the second anniversary of Flipboard Magazines, the company announced a new service for users who want to collect and share articles, videos or photos with select groups of people—Flipboard Private Group Magazines. With millions of Flipboard Magazines already being curated publicly by Flipboard users, this new private capability opens up new use cases. Now, Flipboard Magazines give a private place for family and friends to collect stories for each other, teams to document events, colleagues to research together or clubs to share ideas.

"This launch allows people to use Flipboard in new ways, giving groups a way to use our platform to stay connected and follow interests together—in the privacy of their own Flipboard Magazine," said Christen Duong, product manager for social at Flipboard.

"We've been testing this as a team at Flipboard and it's been a great way to share stories relevant to our business."

Creating a Private Flipboard Magazine

Anyone can go to flipboard.com or download Flipboard for iOS, Android or Windows Phones to get started. While reading Flipboard, users simply tap the "+" plus button on the bottom right of any story to start a Flipboard Magazine. Then they title the Flipboard Magazine, add a description about what the group should collect, and select "Private" so only those invited can view the magazine. The next screen lets users invite people to contribute to the magazine. For existing Flipboard Magazines, the creator will see a new "Invite Contributor" button on the cover of their magazines. From there it's easy to invite people to collaborate and contribute their own stories to the magazine.

Celebrating Two Years Of Curation On Flipboard

This week marks the second anniversary of the opening of Flipboard's platform, allowing anyone to curate their own Flipboard Magazines. There are now more than 15 million public magazines created by people using Flipboard to save stories to read later, collect stories to share ideas or package together insights into current events or important issues—an example is [Contenders Revealed: Ted Cruz](#) launched by The Washington Post earlier this week; the first Flipboard Magazine in a series The Washington Post is creating around the 2016 Presidential candidates.

Over the past two years Flipboard has become a place where teachers, photographers, tech lovers, health seekers, foodies, sports fans and news hounds collect what they are passionate about. There's a huge variety of interests and perspectives shared in Flipboard Magazines every day. Below are some highlights:

- The Flipboard Magazine with the most Likes is [Cute](#).
- The Flipboard Magazine with the most Re-flips is [Fit in 2015](#).
- The Flipboard Magazine with the most Comments is [Think Tanking](#).
- The Flipboard Magazine with the most followers is [How To Style](#).

And people love going deep, reading and re-sharing the content being curated. Here are some of the most flipped through Flipboard Magazines:

- In Travel it's [*Ghost Towns Around the World*](#).
- For Autos, check out [*Luxury Cars*](#).
- In Style, the most flipped-through magazine is [*Man of Many*](#).
- In Photography people are reading [*Mobile Photography Daily*](#).
- To get your Food fix, popular magazines include [*Anthony Bourdain Parts Unknown*](#) and [*Recipes: The Art of Eating Asian Food*](#).
- The most flipped-through eclectic magazine is called [*Tangents*](#).

To learn about how others are using Flipboard Magazines read the [MagMaker Blog](#).

There are also online resources to [learn how to start your own Flipboard Magazine](#).

About Flipboard

Flipboard's mission is to move the world forward through the discovery and sharing of great content. People using Flipboard can follow stories around their interests and collect articles, images and videos in their own Flipboard Magazines. There are millions of people sharing stories everyday on Flipboard and more than 15 million magazines on everything from Healthy Eating to Electric Cars. Flipboard is available for free on iOS, Android, Windows Phone and at www.flipboard.com.

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