

The Art Newspaper launches on the iPhone and iPad application using Stonewash Magazine Framework

Submitted by: Stonewash

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London, ENGLAND. December 5, 2012 - Using the Stonewash Magazine Framework for iOS (<http://www.stonewash.co.uk>), The Art Newspaper has launched an iPad and iPhone application that allows readers all over the world to download and enjoy every issue in full.

The advanced application allows current readers free access to editions they already own as well as giving new readers the option to take out recurring subscriptions in-app and buy single copies using their iTunes accounts. Readers inside the magazine can browse every page in high definition, enjoy extra large resolution photo galleries and videos, search the pages and contents, and interact with on page elements.

Anna Somers-Cocks, Group Editorial Director and founder of The Art Newspaper said, "The Art Newspaper is expanding worldwide, with the Russian edition out this year, and the Chinese due to published early in 2013. The English-language edition needs to be easily readable everywhere. Stonewash have created our app quickly, flexibly, without technical obfuscation, and at an affordable price, so we are very pleased."

Rob Grainger, CEO of Stonewash (<http://www.stonewash.co.uk>) said, "The Art Newspaper is a highly respected and authoritative journal and we're delighted to be working closely with such a great team. It's a real pleasure to work alongside publishers who understand the potential digital products can offer as a complement to print copy sales".

The Art Newspaper (<http://bit.ly/stonewash-art>) can be downloaded by visiting <http://bit.ly/stonewash-art> or searching "The Art Newspaper" in the App Store on your device. Further information and high resolution images of The Art Newspaper application for iPhone and iPad please contact Stonewash on +44 (0) 203 137 5925 or press@stonewash.co.uk

About Stonewash

The founders of Stonewash Ltd (<http://www.stonewash.co.uk> (<http://www.stonewash.co.uk>)) began developing the first version of the Stonewash Magazine Framework in 2008. As professional magazine publishers, they knew smartphones would need a user-friendly magazine experience; and understood that just showing a basic, static page wasn't enough.

Fast forward 4 years and Stonewash are at the forefront of developing magazine apps for smartphones and tablets, with clients including The Art Newspaper, Lusso, the Taunton stable of magazines and the International Bar Association.

Stonewash provide apps that give a great off-the-shelf experience for readers, and come with a superb suite of browser-based production tools where the publishers can upload content, coupled with functionality geared to capturing the reader data advertisers, editors and publishers need.