

Instant Magazine receives \$5.4 million in Series B funding

Investors see browsable, interactive content poised to overtake PDFs as new global standard

New York City, July 19th, 2018 — Dutch software company [Instant Magazine](#), makers of a user-friendly platform for creating interactive, mobile responsive content, received an investment of \$5.4 million from [Connected Capital](#), as well as existing investor [Newion](#). The investors see Instant Magazine as the rising star in interactive content, a trend that lets businesses easily give all of their communications the look and feel of native apps.

Instant Magazine was founded in 2013 on the idea that everyone should be able to create stunning, responsive digital content, even with no technical expertise. Several well-known global brands already use the platform to create newsletters, proposals and pitch decks, annual reports, white papers, and more. In total, they've acquired over 1,400 brands in over 42 countries. The 52 employees work in offices in Amsterdam, London, and New York City.

The new standard for interactive content

"This investment enables us to further improve our platform and realize our global growth ambitions," says Daan Reijnders, CEO and Co-Founder of Instant Magazine. "It will speed up the development of features like our template builder and content hyper-personalization. We're also planning robust integrations with several major CRMs, DAMs, and other content platforms.

In addition to our plans for the platform itself, we're currently expanding to a number of European countries and building out our US operations. Newion's previous investments helped us build our Drag & Drop editor and take our first international steps. We're proud that Newion is once again investing in Instant Magazine, and we're looking forward to working with Connected Capital. Their hands on approach really appeals to us and we're convinced that this is the ideal match to support our growth."

"Instant Magazine is strongly positioned to become the new standard for interactive content," says Mathijs Robbens, Founder and Managing Partner for Connected Capital.

“Their platform empowers customers to create and distribute attractive, innovative, and interactive communications assets. Today, browsable content is much more relevant than non-interactive PDFs or PowerPoint presentations. Our investment enables Instant Magazine to realize their international growth ambitions and take their platform to the next stage of development.”

Erik Aeyelts Averink, Venture Partner at Newion adds, “This is the third time we are investing in Instant Magazine. Within a very short time, we have seen them transform from a startup into an internationally established player with a wonderful portfolio of customers. The ambition and drive of the founders really appeals to us, and I look forward to continuing our intensive collaboration. The Netherlands and Europe have become too small, and Instant Magazine has everything it takes to become one of the leading marketing technology providers in the world.”

About Instant Magazine

Instant Magazine is a creative platform for the production of immersive, media-rich sales and marketing collateral that readers can interact with on any device. Visit www.instantmagazine.com for more information. Follow Instant Magazine on [LinkedIn](#), [Twitter](#), [Facebook](#), and [Instagram](#) for more updates and related content.

About Connected Capital

Connected Capital is an independent investor, with a focus on European companies offering differentiating SaaS solutions for the business market. Connected Capital offers both capital and intensive support in making strategic choices and realizing international growth. Connected Capital has a professional and complementary team of experienced professionals, with a background in private equity and strategy consulting.

About Newion

Newion is a venture capital firm based in Amsterdam, focused on early stage investing in

business-to-business software companies in the Benelux. Since its incorporation in 2000, Newion is one of the most successful VC's in its segment. Newion has a reputation of being a committed investor and has experience in investing in start- and scale-ups. Its funds are invested in over 40 companies including Oxxio (exit), Mirror42 (exit), Q-go (exit), Minihouse (exit), LeanApps (exit), Collibra, iWelcome, Instant Magazine and L1NDA. The cornerstone investor in Newion II is the European Investment Fund, which supports innovative companies through the EU 'Competitiveness and Innovation Framework Programme' ('CIP'). Visit www.newion.com for more information.

Press contact

Benjamin Kulakofsky

Instant Magazine

benjamin@instantmagazine.com

347-727-6809