

Media Central Corporation

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Media Central brings NOW Magazine back to millions of Toronto transit users

Media Central Corporation Inc (CSE:FLYY) is bringing NOW Magazine back to millions of Toronto's transit users.

The publishing house said Thursday that it agreed with Gateway Direct Media, a major North American newsstand retailer, to distribute 15,000 copies of NOW's weekly paper at 75 locations in Toronto's city and regional transit network.

The first issues will be distributed to commuters on March 12.

READ: Media Central raises \$1.6M to fund takeover of Vancouver weekly The Georgia Straight

"NOW's influence within the city is undeniable and we are thrilled to be bringing its unique editorial voice back to Toronto's commuter traffic," said Media Central CEO Brian Kalish in a statement.

The partnership with Gateway Direct Media allows Media Central to distribute an additional 60,000 printed copies monthly, increasing NOW's core audience considerably, according to Kalish.

"This expanded reach, coupled with our ongoing strategy to drive omnichannel engagement through NOW's various platforms, opens new and exciting opportunities to monetize our audience."

Calling the paper an "iconic alternative weekly," Gateway's director of marketing Sandra Kayyali said that the company was "delighted" to offer NOW to its customers.

"Our longstanding relationship with NOW magazine offers much sought-after original and cutting-edge journalism to a huge new influential audience within Ontario," said Kayyali.

The deal includes rack signage and digital ads, complementing Media Central's push to digital properties, it said in a statement. The firm is in the process of upgrading its digital presence with new capabilities.

The agreement signifies a boost to its public transportation coverage in NOW's editorial content. The paper already releases a weekly public transit column online at nowtoronto.com.

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Price: 0.01

Market Cap: \$3.28 m

1 Year Share Price Graph



Share Information

Code: FLYY

Listing: CSE

52 week High Low
0.25 0.01

Sector: Media

Website: www.mediacentralcorp.com

Company Synopsis:

MediaCentral (CSE: FLYY, FSE: 3AT) is consolidating the over 100 million coveted and premium readers of the 100 Alternative Weekly newspapers across North America. Creating the most significant untapped audience of influencers in North America.

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