

Media Central Corporation

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Media Central Corporation launches affiliate marketing program, leveraging 4.5 million digital readers

Media Central Corporation Inc (CSE:FLYY) is boosting its digital sales capabilities with the launch of an affiliate marketing program across all of the firm's three major publications.

The Toronto-based publishing company said on Tuesday that its affiliate program will allow it to generate new revenue by leveraging its nearly 4.5 million active digital readers for ecommerce sites.

The program will also let Media Central take part in digital marketing opportunities with major ecommerce partners like Amazon, Rakuten and PaperJam.

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Curated ads and editorial will drive its digital readers to relevant products and services from its ecommerce partners, with an estimated 12 million ad impressions per month through the new program, the company told shareholders in a statement.

"With many Canadians isolated in their homes due to the COVID-19 global pandemic and the corresponding growth in online browsing and shopping, the timing of the launch of this program should have an immediate positive impact on our revenue streams," said Brian Kalish, Media Central's CEO.

"Amazon as an example has seen explosive growth during this time and our Affiliate Program is a meaningful way to connect our highly valuable readers with quality products, while providing us with incrementally accretive income. We expect this sales channel to be a material element in our evolving digital strategy," he added

Media Central, which owns NOW Magazine, The Georgia Straight and CannCentral.com, also plans to expand the reach of its digital content of nowtoronto.com, straight.com and canncentral.com through additional online channels over the next few weeks.

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Price: 0.015

Market Cap: \$4.87 m

1 Year Share Price Graph



Share Information

Code: FLYY

Listing: CSE

52 week High Low
0.25 0.015

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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