

Media Central Corporation

08:50 12 May 2020

Media Central sees increasing traffic to its digital media platforms for second month in a row in April

Media Central Corporation Inc (CSE:FLYY) on Tuesday released month-end data for April showcasing rising traffic to its three digital media platforms.

Toronto's NOW Magazine, Vancouver's Georgia Straight and cannabis-specialty platform Canncentral.com all reported impressive month-over-month user, session and pageview growth for the second month in a row, Media Central said.

Comparing Google Analytics from March to April, NOW Magazine expanded users by 57% to 1,791,520, sessions by 56% to 2,257,844 and pageviews by 49% to 2,732,942.

READ: Media Central Corporation is evaluating potential acquisitions, says CEO

The Straight also reported increased digital interactions with users and sessions both up by 46% to 2,483,901 and 3,262,637, respectively, and a 35% upsurge in pageviews to 4,137,408.

Canncentral, which launched in fall 2019, continues to skyrocket with more cannabis enthusiasts engaging on the digital platform each month. In April, the cannabis lifestyle platform grew users by 126%, sessions by 120%, and pageviews by 94%.

"For the second month in a row, our digital publications are demonstrating rapid growth. We can attribute this to our technology team, strategic investment in upgrades, cross-pollinating our readers between publications and 24/7 quality omnichannel approach to publishing," CEO Brian Kalish said in a statement.

"We've invested in enhancing and digitizing our titles from introducing new content verticals like psychedelics and esports, to intensifying our social media presence, to launching a very well received podcast at NOW. Our efforts have successfully resulted in our ever-expanding audience spending more time on our digital platforms."

He added: "This accelerates opportunities to monetize our properties as we look to tap into a vast \$333 billion digital advertising industry."

Since taking ownership of the iconic urban publications NOW and the Straight in November 2019 and February 2020, respectively, Media Central has invested in transforming the legacy publications into leading digital platforms.

Recent announcements include the launch of new technology-based upgrades that will allow MediaCentral to monetize its existing audience including introducing affiliate marketing, automated marketing, and programmatic advertising.

In addition to acquiring existing urban publications, the company plans to build new digital sites to expand its audience

Price: 0.0125

Market Cap: \$4.06 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.

action@proactiveinvestors.com

further. In April, the company announced the beta-testing of its fourth property, a digital site dedicated to the burgeoning esports and e-gaming industry.

Contact the author: patrick@proactiveinvestors.com

Follow him on Twitter [@PatrickMGraham](https://twitter.com/PatrickMGraham)

Proactive Investors facilitate the largest global investor network across 4 continents in 4 languages. With a team of analysts, journalists & professional investors Proactive produce independent coverage on 1000's of companies across every sector for private investors, private client brokers, fund managers and international investor communities.

Contact us +44 (0)207 989 0813 action@proactiveinvestors.com

No investment advice

The Company is a publisher. You understand and agree that no content published on the Site constitutes a recommendation that any particular security, portfolio of securities, transaction, or investment strategy is suitable or advisable for any specific person. You understand that the Content on the Site is provided for information purposes only, and none of the information contained on the Site constitutes an offer, solicitation or recommendation to buy or sell a security. You understand that the Company receives either monetary or securities compensation for our services. We stand to benefit from any volume which any Content on the Site may generate.

You further understand that none of the information providers or their affiliates will advise you personally concerning the nature, potential, advisability, value, suitability or profitability of any particular security, portfolio of securities, transaction, investment, investment strategy, or other matter.

You understand that the Site may contain opinions from time to time with regard to securities mentioned in other products, including Company-related products, and that those opinions may be different from those obtained by using another product related to the Company. You understand and agree that contributors may write about securities in which they or their firms have a position, and that they may trade such securities for their own account. In cases where the position is held at the time of publication and such position is known to the Company, appropriate disclosure is made. However, you understand and agree that at the time of any transaction that you make, one or more contributors may have a position in the securities written about. You understand that price and other data is supplied by sources believed to be reliable, that the calculations herein are made using such data, and that neither such data nor such calculations are guaranteed by these sources, the Company, the information providers or any other person or entity, and may not be complete or accurate.

From time to time, reference may be made in our marketing materials to prior articles and opinions we have published. These references may be selective, may reference only a portion of an article or recommendation, and are likely not to be current. As markets change continuously, previously published information and data may not be current and should not be relied upon.

The Site does not, and is not intended to, provide investment, tax, accounting, legal or insurance advice, and is not and should not be construed as providing any of the foregoing. You should consult an attorney or other relevant professional regarding your specific legal, tax, investment or other needs as tailored to your specific situation.

In exchange for publishing services rendered by the Company on behalf of Media Central Corporation named herein, including the promotion by the Company of Media Central Corporation in any Content on the Site, the Company receives from said issuer annual aggregate cash compensation in the amount up to Twenty Five Thousand dollars (\$25,000).