

Media Central Corporation

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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.

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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.

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