

CanPara 2016/2017

CanPara ran 5 issues of 48 pages per issue. Patrick Singcaster stepped down from his position and Vic Lefrancois replaced him. Vic has been a truly fantastic addition to the magazine, his ideas and fresh outlook has really made the magazine shine and I am thrilled to be working with him. Both Vic and Ned have signed on for another year and Ned will continue doing the advertising for another year as well.

Advertising was relatively solid, but we are seeing a slow decrease as time moves on. A lot of dropzones chose not to advertise with us over the last year which was a disappointment and a large loss of revenue. We offered free space to drop zones but they still didn't take advantage of it. This year, due to such a decrease in advertisers (L&B pulled out for good, SSK cut back sizing, Aerodyne cut back an issue) I don't feel we can afford to offer the layered free ads, but can continue to give a one time ad discount of \$100 to dropzones.

Submissions continue to come in waves, feast or famine, which isn't that unusual. Again, with the GoPro era quality of photos is lowering and I'm finding that I have a handful of qualified photographers that send in shots only, the rest are almost always screen shots that are unusable. But we will continue to work with what we have, and are anticipating 5 issues in 2017/18 season with again 48 pages per.

My opinion is, we need to look more into online as I think our advertising would pick up if we could do a split. I know this has to do partially with our Filemaker database, but yes, getting upgraded to online so people can have the option (or even both) would be ideal. I know we can't edit their files to say which way; but I'd like to see both in a perfect world.

Ned Ambrus
CanPara - Chief Editor