Introducing CANADA-MARINE a pilot edition

The introduction of this stand-alone edition of CANADA-MARINE is also the initial phase of a plan to present Canada's marine and ocean technologies, to an industry audience that extends beyond the national borders.

We have deployed the best of current digital technology, to offset the unsustainable costs of traditional print and magazine circulation. The challenge was to meet and exceed minimum industry standards of measurement. The result, a lowering of our advertising costs, well within the reach of small and medium-size enterprises and start-ups.

This hybrid marketing concept is designed to operate as a coalition of the digital edition, in tandem with advanced SEO internet features, to drive the traffic growth of our website marinetrac.com. The increased number of embedded links in the pages of Canada-Marine 2019 enhances the content search functions and improves the convenience of navigation between the digital pages.

The dual components of our concept has evolved from a print generation, to a visual turn-page publication, viewed on multiple devices. Likewise, we have adapted to the change from print circulation units, now measured by web traffic metrics, as the new normal by international standards.

The following is sourced from the website logs of marinetrac.com for the 12-month period ending October 31, 2019: Traffic flow: 54,732 visits; 535,609 viewed pages; 1,302,336 hits; Geographical locales: 45% USA and Canada; 43% Europe; 12% Asia and other regions. For detailed analysis please refer to pages 2 and 4 of this edition.

The primary objective is to build upon a procurement and information base that projects Made in Canada equipment and technology. As a publisher residing in the U.S., I believe that there is a niche market for Canada-Marine particularly now, with signed trade accords between Canada-USA, and Canada-Europe. In this regard, I invite like-minded Canadian individuals, or publishers in the marine field, interested in representing and/or collaborating with us in Canada.

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