

## Editor – Annaleah McAvoy

2021 was another good year for CanPara! We ran a total of 5 issues with the following amount of pages per edition:

- January-March: **48**
- April-May: **48**
- June-July: **48**
- August-September: **52**
- October-December: **48**

Despite the continued setbacks due to COVID, reader participation continued to be another strong year similar to 2021. Over 95% of submissions were from jumpers who wrote-in at random while the remaining 5% were sought-out (usually over e-mail or comments made from an event on Facebook).

Vic continues to be the dedicated graphic designer while Ned manages advertising. All three of us continue to work well while staying in communication about the direction of CanPara and the brand we are representing together.

The translators continue to be amazing! Everyone really takes pride in their work and ensures that articles are translated almost as soon as they receive them. Not an easy feat during the jumping months.

CanPara is now digital! Ned continues to look for additional advertisers who have renewed interest of the digital platform; she is hoping to lock in some contracts to bring in more revenue this year. Readers also enjoy a more interactive approach; they can now click on links both on advertisements and articles with a call to action.

*Things to look forward to:* 2022 is already in full swing, we have another issue on the way (another 48 pages) with articles ready for the issue after that one. However, Due to increased costs in paper, we will be looking for ways to cut back on substrate costs while still offering the same reading experience in a way that is more economically feasible. Overall, it was a good year and I look forward to the same kind of energy being carried into this New Year, especially with waning COVID restrictions. (More jumpers back in the sky, more stories!)