

Dive into  
**ZOOMER<sup>®</sup>**...





# and look

Is media buying just a matter of numbers? Which numbers?  
There are the numbers you ask for. The numbers you see.

# beneath

But there are other numbers, too - the numbers that  
go a little deeper, tell a more complete story.

# the

For 2019, Zoomer encourages you to see beyond the  
obvious. Because if you think our story is compelling  
on the surface - and it certainly is - wait till you see  
what emerges when you look a little deeper.

# surface.



# What's a Zoomer, anyway? And why are Zoomers so important?

The Zoomers are Canadians who are 45+.  
They're made up of three segments:

- The oldest sliver of Gen X
- All Baby Boomers (now age 50 to 70)
- All Canadians older than 70

**Grand total: 16.2 million people**  
**They control 66% of the nation's wealth.**  
**They account for more than 54%**  
**of consumer spending.**





OK, but how long  
can this last?

Aren't the younger age  
groups eventually going  
to be more important?

Not true.

**The Zoomers are the only age group  
projected to increase as a percentage of  
the adult population, going forward.**

Zoomer market clout...

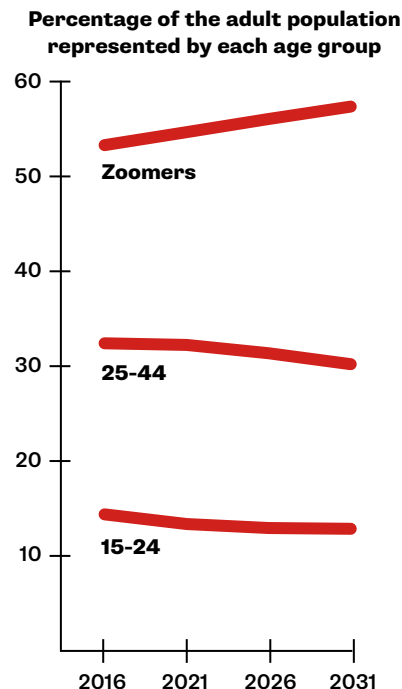
Zoomer attitudes...

Zoomer behavior...

Those are the forces that  
will continue to define the  
marketplace in the future.

As Gen X'ers (and, some day,  
Millennials) become Zoomers,  
they will be "reinventing" aging  
just as the Zoomers are today.

**Get used to it.**





# OK, they have huge purchasing power. But aren't their attitudes already set in stone?

Another myth.

They are no more brand loyal than younger age groups. What's more, they like to stir things up.

- 7.1 million like to pursue a life of challenge, novelty and change
- 4.9 million like taking risks
- 4.6 million say they have a keen sense of adventure
- 6.4 million try to go somewhere different on holiday every time
- 13.9 million agree with the statement "It is important to continue learning new things throughout your life."



# OK, I'm interested. But what does 'look beneath the surface' mean?

It means you have to dig deeper – and wider – to fully understand the value of the Zoomer population.

## **Spending creates more spending**

If Zoomers dominate one category, they dominate many more related categories.

## **Influence creates even more sales dollars**

Beyond what they spend on themselves, Zoomers exert a big influence (and often, outright control) on the spending of the younger generations.

## **Attitudes create opportunities**

The Zoomers' refusal to age in the "traditional" way, their eagerness to engage, discover, and experience new things, mean additional opportunities for you (but also, additional challenges.)







# MONEY

## Look beneath the surface.

There's no argument - Zoomers (age 45+) control the wealth. And *Zoomer Magazine* readers represent the cream of the Zoomer generation.

But it's more than income or net worth. Having money means, frankly, that you command even more money. You use more financial services - loans, credit cards, retirement planning. The value of the Zoomer readership becomes even bigger, and extends even wider... once you read between the lines.

■ 100,000+ *Zoomer Magazine* readers have a household income of \$150,000+.

■ 390,000 *Zoomer* readers have used financial planning/wealth management services in the past 12 months.

■ Over 500,000 have a personal line of credit.

■ 248,000 *Zoomer* readers have over \$250,000 in securities and savings.

■ Of these, 133,000 have over \$500,000.

■ And of these, 52,000 have over \$1 million.

■ 303,000 say they seldom make a financial move without consulting an expert.

■ 128,000 *Zoomer* readers spend between \$2,500 and \$5,000 a month on their credit cards.

■ 325,000 have 3 or more credit cards in their own name.

■ And 152,000 say they enjoy being extravagant!



# HOME

## Look beneath the surface.

They're downsizing...right? Becoming empty-nesters. No need to spend a lot of money around the home any more.

Another myth. As a generation, Zoomers dominate housing. They own more homes than all the other age groups put together, own more mortgage-free homes than all the other age groups put together, and in category after category – from furniture to appliances and electronics to home renovation – they account for more than half of all consumer spending. And *Zoomer Magazine* readers, in particular, represent the “cream of the cream” of all this demand.

■ 378,000 *Zoomer Magazine* readers live in a home worth \$500,000 or more.  
■ 260,000 of them spent \$5,000 or more on home renovation in the past 2 years.

■ 162,000 *Zoomer* readers also own a vacation home.  
■ 153,000 bought home accessories in the past 12 months.  
■ 65,000 spent \$2,000 or more

on furniture in the past 12 months.  
■ 30,000 spent \$1,500 or more on home electronics products in the past 2 years.





## BEAUTY & STYLE

### Look beneath the surface.

Index numbers are important, but in this category it's the absolute numbers that really tell the tale. Zoomer consumers are simply too numerous, and represent too big a piece of the market, to be overlooked. Zoomers account for *half* the number of people who spent over \$100 on make-up in the past 30 days, or who spent \$1,000 or more on women's clothing in the past year, and who spent \$1,000 or more on jewelry in that same period. How many millions in sales dollars are you leaving on the table by not reaching them?

■ 370,000 Zoomer readers agree that skincare products help make your skin look younger.  
■ 401,000 Zoomer readers take

great pleasure in looking after their appearance.  
■ 52,000 Zoomer readers spent \$1,000 or more on women's clothing in

the past 12 months.  
■ 332,000 spent \$101-500 on footwear during that same period.



# HEALTH & WELLNESS

## Look beneath the surface.

Here's a category where everyone concedes that the Zoomers dominate. With increased longevity goes more spending on health, wellness and prevention, so it's no surprise that Zoomers account for close to 80% of consumer spending in these categories. What's less obvious – and even more important – is that they're doing that spending not just to live longer but to live *better*. The objective is quality of life. This means they're information junkies – especially online – for news and ideas that can help. They're an engaged and attentive audience for your story...and *Zoomer* is exactly where to tell it.

■ 627,000 *Zoomer* readers agree that “regular exercise is an important part of my life”.  
■ 461,000 *Zoomer* readers have used

“vitamins, minerals, herbal supplements daily in past 30 days.”  
■ 9.0 million Zoomers do some form of sport or exercise at least once a week.

■ 8.0 million Zoomers consider their diet to be very healthy.  
■ 587,000 *Zoomer* readers consider their diet to be very healthy.





# AUTO

## Look beneath the surface.

While the Millennials set new records for the percentage of young people without a driver's license (let alone a car), the Zoomers continue the love affair with the automobile that has been the hallmark of their generation. Of the 8.4 million Canadians who purchased a new car in the past 12 months, 3.7 million were Zoomers – more than double the number of any other age group. And of the 3.9 million Canadians who spent \$40,000 or more on their most recent auto purchase, 1.9 million were Zoomers – again, more than double the number of any other age group and more than 50% of the total.

- 92,000 *Zoomer Magazine* readers spent \$40,000 or more on their most recent automobile purchase.
- 228,000 purchased/leased a vehicle in the past 12 months.
- 424,000 *Zoomer*

readers paid cash for their most recently acquired vehicle.

- 568,000 *Zoomer* readers say they are the primary purchasing influence on automobile decisions in the household.

- 242,000 say that, given the choice, they'd always pick a full size, luxury car.
- 328,000 think the choice of a car tells a great deal about a person.



# TRAVEL

## Look beneath the surface.

Most marketers already know that the Zoomer generation dominates travel – not many myths about how much they spend and how important they are. But even here, there are misconceptions. Zoomers don't just want to travel, they want to travel *differently* – new places, new experiences, new learning. They'll spend – big – to explore and experiment, and they're hungry for information that will help them. That's why you need a platform that keeps them involved and engaged – like *Zoomer Magazine*.

■ 171,000 Zoomer readers spent \$3,000 or more on their last vacation trip outside Canada.

■ 144,000 Zoomer readers stayed at a luxury hotel or resort in the past 12 months.

■ 206,000 Zoomer readers have taken a cruise in the past 3 years.

■ 103,000 have taken 3 or more airline round trips in the past 12 months.

■ 325,000 Zoomer

readers prefer to take holidays off the beaten track.

■ 373,000 Zoomer readers try to go somewhere different on holiday every time.



# Audience

## National Edition 2019

	Print	Total Footprint
Total Readership	1,227,000	1,572,000

### Demographic Information

Male	43%	44%
Female	57%	56%
Average Age	61	57
Age 35+	91%	84%
Age 18-49	18%	24%
Age 25-54	22%	25%
Age 45+	83%	76%
Age 50+	79%	72%
Age 55+	73%	66%

### Income

Avg HHI	\$79,374	\$78,556
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### Geographical Distribution

Ontario	61%	58%
BC	14%	15%
Toronto CMA	28%	29%
Vancouver CMA	7%	8%
Calgary CMA	3%	4%
Edmonton CMA	3%	3%

# Advertising Rates (Net)

## National 2019

Total Reach: 1,227,000

4 COLOUR	1X	3X	6X	9X
IFC SPREAD	\$32,100	\$30,495	\$28,890	\$27,285
OBC	\$18,060	\$17,157	\$16,254	\$15,351
IBC	\$16,620	\$15,789	\$14,958	\$14,127
DPS	\$26,750	\$25,400	\$24,000	\$22,750
FULL PAGE	\$14,450	\$13,730	\$13,005	\$12,300
¾ PAGE	\$12,285	\$11,675	\$11,060	\$10,450
½ PAGE	\$10,115	\$9,615	\$9,104	\$8,600
⅓ PAGE	\$7,225	\$6,700	\$6,500	\$6,150

## Ontario East Edition 2019 (Ontario, Quebec, New Brunswick, P.E.I., Newfoundland, Nova Scotia)

Total Reach: 881,000

4 COLOUR	1X	3X	6X	9X
DPS	\$18,720	\$17,780	\$16,850	\$15,900
FULL PAGE	\$10,100	\$9,600	\$9,100	\$8,600
2/3 PAGE	\$8,600	\$8,200	\$7,750	\$7,310
1/2 PAGE	\$7,100	\$6,732	\$6,375	\$6,050
1/3 PAGE	\$5,100	\$4,800	\$4,550	\$4,300

## Western Edition 2019 (British Columbia, Alberta, Saskatchewan, Manitoba)

Total Reach: 346,000

4 COLOUR	1X	3X	6X	9X
DPS	\$9,030	\$8,579	\$8,127	\$7,676
FULL PAGE	\$5,350	\$5,083	\$4,815	\$4,548
2/3 PAGE	\$4,685	\$4,451	\$4,217	\$3,982
1/2 PAGE	\$4,015	\$3,814	\$3,614	\$3,413
1/3 PAGE	\$3,125	\$2,969	\$2,813	\$2,656

### Inserts/Polybags

- Rates upon request
- Limited positions available per issue
- Samples must be provided at least two weeks prior to space closing for approval of handling, sizes and stock selection
- All inserts must be shipped with brokerage fees and transport prepaid
- Supplied inserts from outside Canada must be imprinted with the country of origin (e.g., "Printed in the U.S.A.")



# Editorial

## Print Calendar

Month	Theme	Space	Material	Inserts	In-Home	Newsstand
March	The Makeover Issue	DEC 14	DEC 19	DEC 27	JAN 28	FEB 04
April	The Life Simplified Issue	JAN 25	JAN 30	FEB 05	FEB 25	MAR 04
May	The Body Issue	MAR 01	MAR 06	MAR 12	APR 01	APR 08
June	The Food Issue	APR 05	APR 10	APR 15	MAY 06	MAY 13
July/August	The Nostalgia Issue	MAY 17	MAY 22	MAY 28	JUN 17	JUN 24
September	The Reinvention Issue	JUN 28	JUL 03	JUL 09	JUL 29	AUG 05
October	The Journeys Issue	AUG 02	AUG 07	AUG 13	SEP 02	SEP 09
November	The Eat, Drink and Be Merry Issue	SEP 13	SEP 18	SEP 24	OCT 14	OCT 22
December/Jan	Body, Mind & Spirit	OCT 25	OCT 30	NOV 05	NOV 25	DEC 02

# Print Specs

## National Edition 2019

	Ad Without Bleed (W x H)	Ad With Bleed (W x H)
<b>DPS</b>	15.75" X 10.75"	16" X 11"
<b>Full Page</b>	7.875" X 10.75"	8.125" X 11"
<b>⅔ Vertical</b>	5" X 10.75"	5.25" X 11"
<b>Digest</b>	4.5" X 6.5"	5.25" X 7.2674"
<b>½ Horizontal</b>	7.875" X 5.375"	8.125" X 5.625"
<b>⅓ Square</b>	4.5" X 4.5"	5.25" X 5.25"
<b>⅓ Vertical</b>	2.75" X 10.75"	3" X 11"

### Ads With Bleed

\*Allow 0.125" on all outside edges. Live matter not intended to bleed must be at least 0.25" inside trim.  
Full Page Live Area:  
7.375 x 10.25 inches  
Magazine trim size:  
7.875 x 10.75 inches

### Material Requirements

*Zoomer Magazine* is produced using computer-to-plate technology. Film is no longer acceptable. PDFs are acceptable. Please note that ads should be high res (300 dpi at actual size), and PDFs should not be optimized for web view. Also, please ensure all fonts are embedded. All native files must have linked fonts and images and will be accepted through email or posted to our FTP site. If posted to the FTP site, all native files must be compressed. PDFs do not have to be compressed.

### Questions or problems?

Please call or email:  
Julia Torneiro  
416-368-3194 x314  
production@zoomermag.com

### Material Delivery

FTP Site Address  
ftp.zoomermag.com  
User Name Zoomer.Magazine  
Password MM2#hrwaQW  
Log-on info is case-sensitive.



# Our Digital Network

## EverythingZoomer.com

### Lifestyle magazine for the 45+

EverythingZoomer.com is the lifestyle site for the discriminating, with features ranging from food & entertaining, style & beauty, arts & entertainment, home & garden, love & sex to health, finance, travel & spirituality. A full social network layer for conversation and connecting... Plus much more!

Users	171,087
Page Views	577,036
Adults 45+	76%
Female	68%
Male	32%
Social Media	64,376

EVERYTHING  
**ZOOMER.COM**

## ZoomerRadio.ca

### The destination for remembering the good times or listening for the first time

The New AM740 plays pop classics from the '50s, '60s, '70s and '80s plus adult standards played by today's top artists. You can listen live on the AM740 website, featuring Top 10 Countdowns, vintage video, podcasts of unique, original shows like Goldhawk Fights Back and the Chris Robinson Travel Show.

Users	25,866
Page Views	162,237
Adults 45+	72%
Female	46%
Male	54%
Social Media	8,839

*ZoomerRadio*  
Timeless Hits  
AM 740 | 96.7 FM

## ClassicalFM.ca

### The destination for classical music lovers

ClassicalFM.ca is the go-to for everything related to the world's most beautiful music: concert listings, news, events, a classical music radio player with a "what's playing now" feature and performance videos showcasing some of the brightest stars in the classical constellation. Listen live, online or on the free app.

Users	22,674
Page Views	165,756
Adults 45+	66%
Female	54%
Male	46%
Social Media	14,471

THE NEW  
*Classical*  
93.1 92.9 93.7 fm

## VisionTV.ca

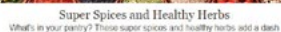
### The definitive online destination for ZoomerTV viewers

VisionTV.ca is the online destination for a deeper look into the world of VisionTV, Canada's national network for news, movies, music, faith, family and multi-cultural programming, and the world's best British dramas and comedies. Watch full VisionTV episodes for free online, catch up on favourite series, explore a wide array of compelling documentaries, get show clips, synopses, photos, and the exclusive, behind-the-scenes scoop on VisionTV personalities, enter contests, and check out the full VisionTV schedule, on all devices.

Users	42,014
Page Views	194,957
Adults 45+	74%
Female	71%
Male	29%
Social Media	28,635



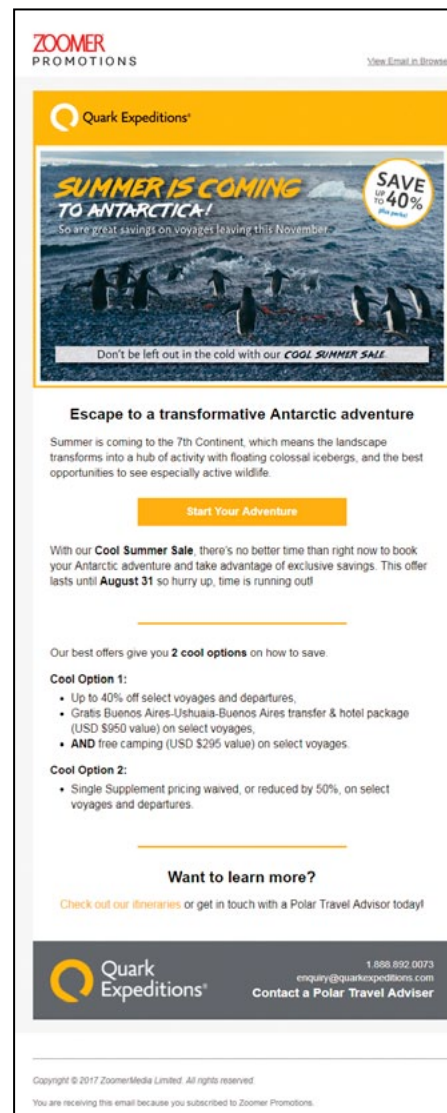
## Zoomer E-Newsletters



Advertorial

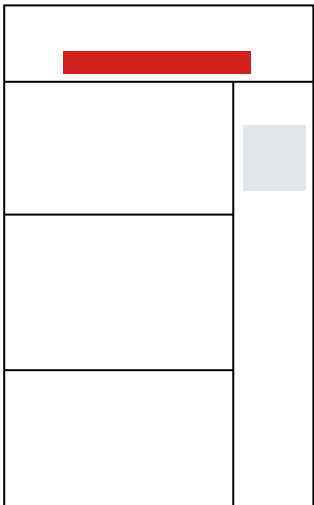


## E-Blast

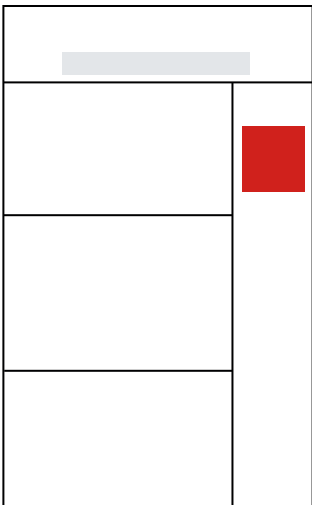




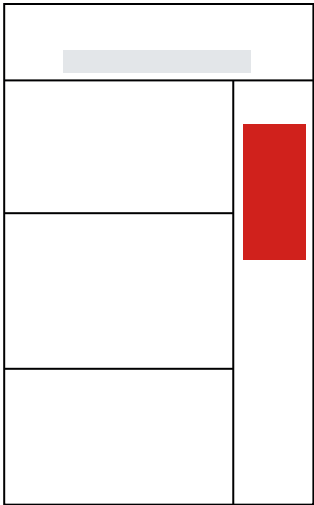
# Standard Ad Units



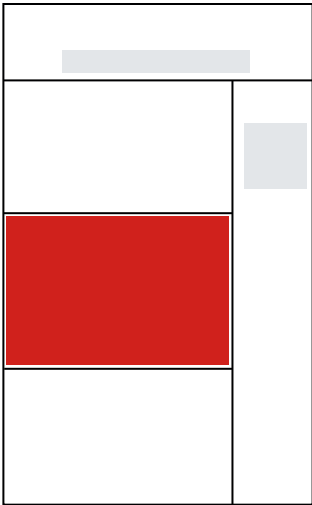
**Leaderboard**  
728x90



**Big Box**  
300x250



**Half-Page**  
300x600



**In-Page  
Video**  
640x480,  
16:9

# Digital Advertising Rates

## Run of Network

OPPORTUNITY	UNIT	NET CPM*	DETAILS
Everythingzoomer.com CARP.ca Classical963fm.com ZoomerRadio.ca	VisionTV.ca TheBrandNewOne.com JoyTV.ca	728 x 90 leaderboard 300 x 250 big box	\$30 Contextual and geographic targeting available upon request Premiums may apply
Advertorial	Teaser copy & image that links to a full article up to 700 words in length (and 2-3 images)	\$50	Copy and images provided by advertiser with design and production by ZoomerMedia
Sponsorships Specialty ad units Native advertising	Various	Quoted	Examples include: <div> <div>■ Takeovers</div> <div>■ Slideshows</div> <div>■ Film strip</div> </div> <div> <div>■ Interstitials</div> <div>■ Pushdown</div> <div>■ Catfish</div> </div> <div> <div>■ Wallpaper</div> <div>■ Video</div> </div>
Mobile	300 x 250 big box 320 x 50 leaderboard 312 x 547 advertorial	\$25	Run of site Contextual and geographic targeting available upon request Premium may apply

## E-Blasts (CASL Compliant)

OPPORTUNITY	UNIT	NET CPM*	DETAILS
Zoomer <sup>®</sup> Promotions CARP	HTML file direct to subscriber's inbox	\$125	Limited availability Targeting and customization options available at a premium

## Other

OPPORTUNITY	UNIT	NET CPM*	DETAILS
Video pre/post-roll/in-page video	Video pre/post-roll on our network of sites serving video content	\$50	Up to 60-seconds maximum available
Companion video ads	300 x 250 big box	Quoted	Synchronized display ad to video content and/or pre-roll advertising

\* Cost per thousand



# Digital Advertising Rates (Cont.)

## Newsletters (CASL Compliant)

OPPORTUNITY		UNIT	NET CPM*	DETAILS
Weekly	ZOOMER® Magazine	Advertorial 728 x 90 leaderboard	<b>\$78</b> <b>\$65</b>	
Bi-weekly	Zoomer Wellness Zoomer Living Zoomer Travel Zoomer Money	Advertorial 728 x 90 leaderboard	<b>\$78</b> <b>\$65</b>	Issued weekly with each topic available bi-weekly
Monthly	CARP Lifestyle CARP Health CARP Travel CARP Savings VisionTV	Advertorial 728 x 90 leaderboard	<b>\$78</b> <b>\$65</b>	CARP Savings advertorial must be offer or savings based
Quarterly	The Classical Club ZoomerRadio	Advertorial 728 x 90 leaderboard	<b>\$78</b> <b>\$65</b>	
Sponsored Bulletin		Roadblock (x2) Advertorial (x2)	<b>Quoted</b> <b>Flat</b>	Opportunity to ad sponsor

ZoomerMedia Limited subscribes to IAB standards.

\* Cost per thousand

\*\* Opt-ins subject to change. CARP e-newsletters and e-blasts may be limited to CARP affinity partners only. Please inquire at the time of booking. All e-newsletter creative must be industry standard and compatible with all major email clients including but not limited to Hotmail, Gmail and Yahoo! Mail. Defective code and design requiring revisions will be billed at \$100 per hour. ZML is not legally liable for any e-blast creative sent via one of our newsletter lists that infects, compromises or ruins a subscriber's computer/mobile device, etc.

# Terms and Conditions

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## Agency Commission

15% of gross billing allowed on space, standard colour and position charges to recognized agencies only. Commission is not allowed on other charges such as extra mechanical charges, special colours and reprints. There is no commission on retail or classified advertising.

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## Payment

- Terms: net 30 days.
- Accounts payable at office of publication in Canadian funds or equivalent value at the rate of exchange prevailing at the time of payment.
- Published rates do not include GST or HST. These taxes (as applicable) will be added to invoices and clearly identified.

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## Tax Deductability

Publisher warrants deduction of advertising costs is not restricted by section 19 of the Income Tax Act. Advertisers who file Canadian tax returns can claim advertising costs of this publication as a business expense.

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## General Information

- Rates subject to change without notice.
- Publisher reserves the right to refuse any advertisement for any reason.
- Advertiser and advertising agency assume liability for all content (including text, representation and illustration) of advertisement printed and also assume responsibility for any claim arising therefrom against the Publisher.

■ Advertiser and advertising agency agree that ZoomerMedia Limited shall be under no liability for its failure, for any cause, to publish any advertisement.

■ Photographs, artwork and other production items made for advertisers are charged to them separately in addition to space and colour charges.

■ Publisher shall be entitled to payment as herein provided, upon having completed the printing of the advertising and having taken reasonable steps to distribute the publication.

■ Publisher will not be responsible for reproduction of colour advertisements unless colour proofs are supplied.

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## Contract, Copy & Cancellation Policy

■ Contract period covers any 12 months starting with the first insertion.

■ A contract must accompany the first insertion order of the advertisement covered.

■ In the event of a rate increase during a contract period, the advertiser is protected at the same volume level but not the same rate.

■ Contracts for special positions (e.g., covers, inserts, outserts) are noncancellable.

■ No cancellations are accepted after closing date for advertising space.

■ In the event that an advertiser's contract is not fulfilled as specified, the advertiser agrees to accept

the resulting short rates back to the best earned space rate applicable within the specified 12-month period.

■ Publisher is not bound by any conditions, printed or otherwise, appearing on contracts or copy instructions when such conditions conflict with policies covered by this rate card.

■ Verbal agreements are not recognized by the company.

■ Any claim rendered against ZoomerMedia Limited for rebates on charges made under contract, for any reason, must be filed with the company in writing within 60 days following the expiration of the contract.



# Contact Information

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**ADVERTISING****Lori Fitzgerald**

Publisher

Director of Sales,

Print &amp; Digital

l.fitzgerald@zoomermedia.ca

416-607-7730

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**PRODUCTION****Julia Torneiro**

416-368-3194 x314

production@zoomermag.com

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**EDITORIAL ENQUIRIES**

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**ADVERTISING****Taylor Fowler**

Content Coordinator,

Print &amp; Digital

t.fowler@zoomermedia.ca

416-363-7063 x 313

# ZoomerMedia: Multiple brands, multiple platforms.

