

TIMELESS HITS

POP | VINTAGE | SENTIMENTAL

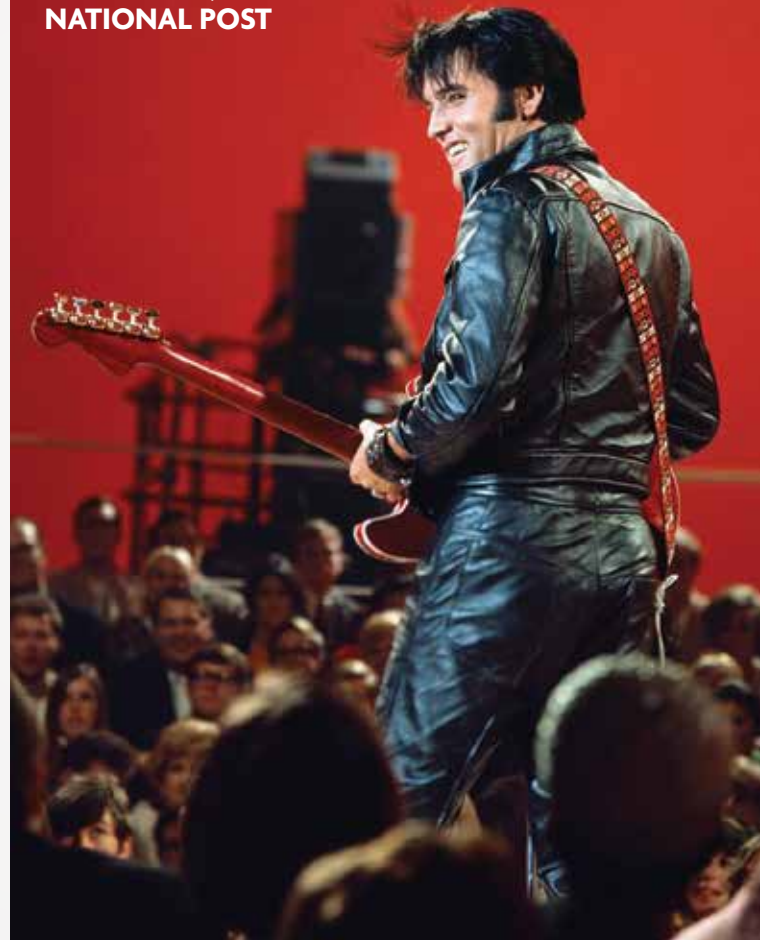
ZOOMER RADIO has the largest broadcast footprint in North America, with its rare 50,000-watt clear channel frequency that reaches extensive parts of Ontario, Quebec and 28 American states. It is the only AM channel still playing music in Canada's largest market, presenting pop classics from the 50's, 60's and 70's, plus adult standards played by today's top artists. On August 31st, 2015 AM740 also began broadcasting on 96.7FM. All AM radio listeners experience static due to streetcars and skyscrapers. 96.7FM will be easier to listen to.

UNIQUE TO THE STATION are live from the ZoomerHall performances, broadcast live-to-air from the stations lobby studio. Featured stars have included Lily Frost, Marc Jordan, Amy Sky, Bobby Curtola and David Krystal.

LIBBY ZNAIMER'S ZOOMER REPORTS, with health and lifestyle tips for living well, air four times daily. Weekends feature more than two dozen specialty programs on subjects ranging from gardening and finances to car care and conspiracy theories.

TORONTO'S BEST RADIO STATION!"

DAVE BIDINI,
NATIONAL POST



"In Zoomer Radio, I've created an old-fashioned full-service throwback. We offer listeners an alternative to the automated, cookie cutter radio stations. We still originate live music and present the ever more rare pop classics from the 50's/60's and 70's. We celebrate the music of an age when the tempo was slower, you could still make out the words, and people still believed in love."

Moses Znaimer



WEEKLY REACH

647,000

3.0
MILLION

HOURS EVERY WEEK

NET WORTH*

\$851,000

AVERAGE AGE

61



61 % FEMALE

39 % MALE

37% AGE 35-64

91% AGE 45+

38%

POST SECONDARY EDUCATED

55%

DRIVE DOMESTIC VEHICLES

43%

MORE LIKELY TO HOLD STOCKS & MUTUAL FUNDS

51%

MORE LIKELY TO HAVE SAVING AND INVESTMENTS OF \$100,000 OR MORE*

79%

TRAVELED ON VACATION IN PAST YEAR

29%

ATTEND MOVIES IN THE PAST 4 MONTHS

14%

MORE LIKELY TO ATTEND A CASINO IN THE PAST FOUR MONTHS

71%

HAVE FREQUENTED A CASUAL/FAMILY DINING RESTAURANT



50%

HOME IMPROVEMENT SPENDERS

57%



ARE MORTGAGE FREE HOMEOWNERS

32%

HAVE HOUSEHOLD INCOME GREATER THAN \$75K+ **



77%

SPENT \$100 OR MORE ON GROCERIES

Source: Numeris, Full coverage, R1/Q2 (November 28, 2016 - February 26, 2017) *RTS Toronto Cntl.

ZoomerRadio delivers



- The largest broadcast footprint in Canada
- A format specifically designed to serve the Zoomer (45+) demographic
- Over 2 dozen specialty programs
- The only remaining music station on AM and now also an FM Frequency
- The only station playing standards/oldies in Toronto
- Top quality talent
- Toronto Rock 'n' Roll Legend (Robbie Lane)
- Listeners with maturity and money to spend
 - Highest average saving & investments (\$205,000)*
 - Highest Net Worth (\$851,000)*
- A large composition against Zoomer/A45+ (91%)**
- A high number of daily listening sessions (avg. of 8.6% per day)**
- Time spent listening (avg. of 4.6 hours tuned per week)**

Source: Numeris, RTS Toronto, Fall 2016 , Adults 12+, ** Numeris, Full coverage, R1/Q2 (November 28, 2016 - February 26, 2017). *RTS Toronto Cntl.



CALL LETTERS
CFZM
FORMAT
Adult Standards
DIAL POSITION
740 AM/96.7 FM

**AVERAGE
MINUTE AUDIENCE**

21,300

Full Coverage

16,000

Toronto Central

DAILY CUME

303,000

Full Coverage

205,000

Toronto Central

WEEKLY CUME

647,000

Full Coverage

415,000

Toronto Central

COVERAGE

Kingston to Windsor
Parry Sound to Pittsburgh

**NATIONAL &
INTERNATIONAL
COVERAGE**

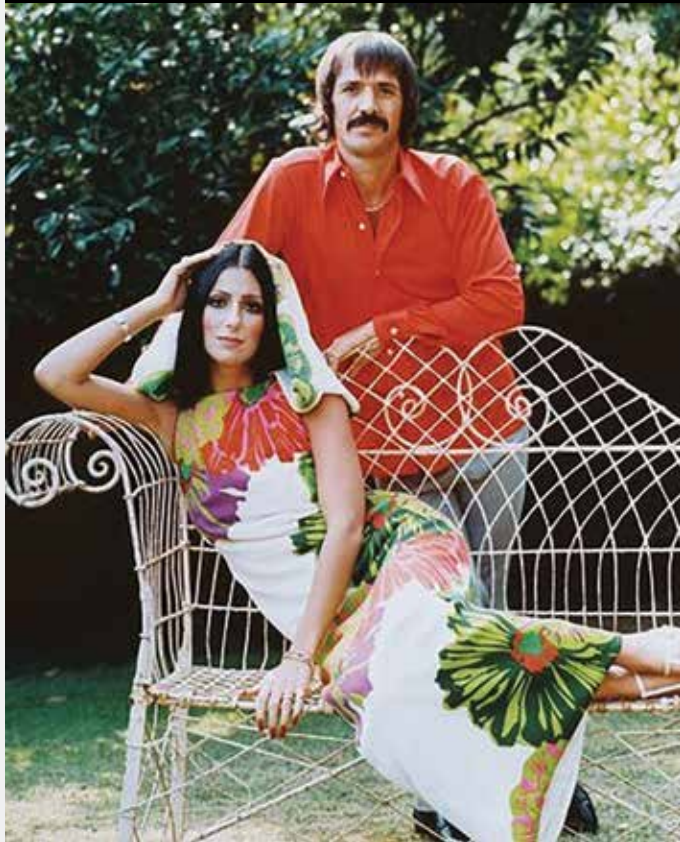
AM740.ca

ZoomerRadio.ca

Rogers Digital 949

Source: Numeris, Full coverage and Toronto Central, R1/Q2 (November 28, 2016 - February 26, 2017). Mon-Sun 5a-1a. Persons 2+.

**WHY TWO IS
 BETTER THAN ONE**



The New Classical FM & Zoomer Radio are the authoritative radio voices for reaching and speaking to Zoomers® in Ontario. Both stations deliver **an unduplicated weekly audience of 1,465,000!**

Source: Numeris PPM, R1/Q2 (November 28, 2016 - February 26, 2017). Full coverage, Mon-Sun 5a-1a. Persons 2+, Average Weekly Cume of the CFMZ and CFZM.

TOP STATIONS IN TORONTO FOR AVERAGE SAVINGS & INVESTMENTS

Zoomer Radio	\$205,000
Classical FM	\$188,000

AMONG THE TOP STATIONS IN TORONTO FOR AVERAGE NET WORTH

Classical FM	\$819,000
Zoomer Radio	\$851,000

Source: Numeris PPM, Fall 2016. Adults 18+ (calculated as average home value + average savings & investments - debts & liabilities) *Commercial Radio Stations.

Buy both Zoomer Radio & The New Classical FM and balance your Zoomer targeted buy.

AVERAGE AGE

Zoomer Radio	61
Classical FM	55

A45+ % COMP WEEKLY CUME	ADULTS 45-64	ADULTS 65+
Zoomer Radio	37%	63%
Classical FM	40%	60%

Source: Numeris PPM, R1/Q2 (November 28, 2016 - February 26, 2017). Full coverage, Mon-Sun 5a-1a. Persons 2+, Average Age (2+ AMA) & A45+ % Comp Weekly Cume.

Leverage The Full Power Of Zoomermedia

ZoomerMedia's brands enable advertisers to reach this coveted group in almost all media platforms - print, TV, radio, online and consumer shows as well as through affinity programs with CARP, Canada's largest association for the 45-plus, with more than 300,000 members. Our vision is to provide the showcase your message deserves, and offer the most effective means of communication with the Zoomer population.

TELEVISION



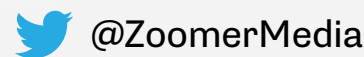
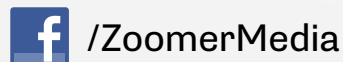
RADIO



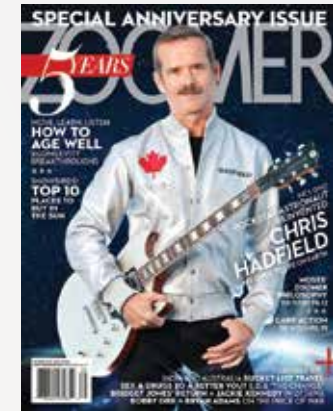
DIGITAL



REST OF NETWORK INCLUDES:
VisionTV.ca, JoyTV.ca, HopeTelevision.ca, OneTV.ca,
ZoomerRadio.ca, ClassicalFM.ca, ZoomerShow.com,



PRINT



EVENTS



MOSES ZNAIMER'S
CONFERENCE

Zoomer Radio
AM 740 | 96.7 FM | www.zoomerradio.ca

Moses Znaimer invites you and a guest to

THE NEW ZOOMER HALL CONCERT SERIES

AMY SKY & MARC JORDAN

FRIDAY
OCTOBER 23rd
at 4PM

THE ZOOMERPLEX
70 Jefferson Ave.
in Liberty Village

Arrival: 3-45PM
Concert: 5PM - 5PM
Limited free parking available

Refreshments will be served after the concert

Amy Sky and Marc Jordan are an iconic Canadian husband and wife singer-songwriting team. The talented couple have won numerous awards and accolades for their many hit singles, and have had their music performed by the likes of Rod Stewart, Cher, Bette Midler, Reba McEntire and Diana Ross. Jordan and Sky are happily married with two children and currently reside in Toronto.

To book your seats please confirm attendance by calling (416) 607-7717 Ext. 217 or email: concerts@zoomermedia.ca. Seating is limited please RSVP immediately

The concert will be broadcast live on Zoomer Radio AM740 & 96.7FM and filmed for later broadcast on VisionTV.

WATCH IT LIVE AT WWW.ZOOMERRADIO.CA

Live from *The New Zoomer Hall*

The New Zoomer Hall plays host to a variety of events and exclusive performances.

The New Radio Concert Hall Series is the premier profile-raising stop for classical artists and contemporary icons. Artists are interviewed and perform in front of an exclusive group of listeners.

In the past, we've been proud to host Marc Jordan, Amy Sky, David Krystal, Lily Frost, Gordon Lightfoot *and more!*



DAVID KRYSTAL



ANDRIA SIMONE



ZOOMERSHOW

LIFESTYLE EXPO FOR THE 45+

The ZoomerShows are Canada's largest consumer lifestyle expos for men and women 45+. Attendees receive the latest trends and information on positive aging in categories such as Health & Wellness, Financial Planning, Fitness, and Technology & Travel. An efficient, effective face-to-face platform for targeting Zoomers across Canada.

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The New AM 740 is part of MZMedia Inc., a division of ZoomerMedia Limited (TSVX: ZUM) – all under the leadership of Moses Znaimer, Canadian broadcast icon and ZoomerMedia President & CEO.

