

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

556,000

2.3
MILLION

HOURS EVERY WEEK

NET WORTH*

\$933,000

AVERAGE
 AGE

65



61% % FEMALE

39% % MALE

33% AGE
 35-64

96% AGE
 45+

44%

POST
 SECONDARY
 EDUCATED

58%

DRIVE
 DOMESTIC
 VEHICLES

51%

MORE LIKELY
 TO HAVE GICS
 AND TERM
 DEPOSITS

61%

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

41%

ATTEND
 MOVIES IN
 THE PAST
 4 MONTHS

28%

MORE LIKELY TO
 ATTEND A MUSIC
 CONCERT IN THE
 PAST 4 MONTHS

58%

HAVE FREQUENTED
 A FAST FOOD
 RESTAURANT IN
 THE PAST MONTH



64%

HOME
 IMPROVEMENT
 SPENDERS

54% 

ARE
 MORTGAGE FREE
 HOMEOWNERS

57%

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



48%

SPENT \$100
 OR MORE ON
 GROCERIES
 WEEKLY

Source: Numeris, Full coverage, R1/Q2 (November 27, 2017 to February 25, 2018). * RTS Fall 2017 ** Working Households

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 (\$238,000)*
 - Highest Net Worth (\$933,000)*
- A large composition against Zoomer/A45+ (96%)**
- A high number of daily listening sessions (avg. of 10.7 per day)**
- Time spent listening (avg. of 4.1 hours tuned per week)**

Source: Numeris, Full coverage, R1/Q2 (November 27, 2017 to February 25, 2018).



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

**AVERAGE
MINUTE AUDIENCE**

16,400
Full Coverage
13,000
Toronto Central

DAILY CUME

243,000
Full Coverage
177,000
Toronto Central

WEEKLY CUME

556,000
Full Coverage
370,000
Toronto Central

COVERAGE
Kingston to Windsor
Parry Sound to Pittsburgh

**NATIONAL &
INTERNATIONAL
COVERAGE**

AM740.ca
ZoomerRadio.ca
Rogers Digital 949

Source: Numeris, Full coverage, R1/Q2 (November 27, 2017 to February 25, 2018). Monday to Sunday 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 1,426,000!**

Source: Numeris, Full coverage, R1/Q2 (November 27, 2017 to February 25, 2018).

TOP STATIONS IN TORONTO FOR AVERAGE SAVINGS & INVESTMENTS

Zoomer Radio	\$238,000
Classical FM	\$206,000

AMONG THE TOP STATIONS IN TORONTO FOR AVERAGE NET WORTH

Classical FM	\$888,000
Zoomer Radio	\$933,000

Source: Numeris RTS Toronto, Fall 2017

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

AVERAGE AGE

Zoomer Radio	65
Classical FM	54

A45+ % COMP WEEKLY CUME	ADULTS 45-64	ADULTS 65+
Zoomer Radio	37%	63%
Classical FM	44%	56%

Source: Numeris, Full coverage, R1/Q2 (November 27, 2017 to February 25, 2018).

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



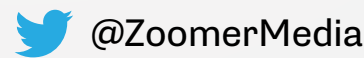
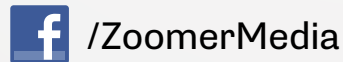
RADIO



DIGITAL



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



PRINT



An upscale regional lifestyle magazine celebrating life in Southern Georgian Bay. Published four times per year.

EVENTS



MOSES ZNAIMER'S CONFERENCE

Zoomer Radio
96.7 FM | 740 AM

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
30 Jefferson Ave.
in Liberty Village

Arrival: 3:45pm
Concert: 4pm - 6pm
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, Roba 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) 603-7717 Ext. 217 or email: concert@zoomermedia.ca. Seating is limited please RSVP immediately.

The concert will be broadcast live on Zoomer Radio AM740 & 96.7FM and streamed 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!*

DAVIDKRISTAL



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.

General Manager, Vice President of Broadcast Sales
Dan Hamilton d.hamilton@zoomermedia.ca

Director of Sales, Radio Division
Grace Howley g.howley@mzmedia.com

Vice President, Marketing & Promotion
Christopher Randall c.randall@mzmedia.com

Target Broadcast Sales Inc., President
Stephen Sienko ssienko@targetbroadcast.com

General Inquiries
416.544.0740

Contest Phone Numbers
Local 416.360.0740
Toll-Free in Ontario 1.866.740.4740

Mailing Address
The New AM 740, 70 Jefferson Avenue,
Toronto, Ontario M6K 1Y4

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.

