

Dive into
ZOOMER[®]...



Meet the Zoomers. Canada's most powerful audience.

Zoomers are Canadians who are 45+. There are 17 million of them. They control 71% of the nation's wealth, and account for more than 57% of consumer spending. There's only one magazine focused exclusively on them – on their lifestyle, their needs, their interests.

Us.
Zoomer Magazine.
Delivering Canada's most powerful audience.



Has your marketing been hit by a power failure?

Look at this picture. The two people at the head of the table – Zoomers – have most of the power in the marketplace.

In category after category, they contribute *more actual purchasers* than any other age group – and in most cases, more than all other age groups combined.

Yet the younger people receive more targeted ad dollars. Huh? Does this make sense?

So are we saying that those good-looking younger folks in this picture don't deserve a seat at the marketing table at all?

Of course not.

Marketers should – and do – pursue customers wherever they are to be found. But the facts say that some of those marketing dollars could be profitably redistributed. Plugged into a better power source, let's say.

Fortunately, there's a very easy and efficient way to make that happen.



OK, I'm intrigued. But before I take the plunge, do you have specifics about all this spending power?

Of course we do. The more specifics you want, the better for our case – that's how overwhelming the numbers are.

For some categories, like health and travel, you probably already know that Zoomers dominate. For other categories, you might be in for a surprise.

So let's get started.





AUTO

Time for some power steering?

In the past 12 months, 7.7 million Canadian purchased or leased a new vehicle. 3.8 million of them were Zoomers – more than all other age groups combined. By contrast, Millennials contributed 3.4 million buyers.

Zooming in on the *Zoomer Magazine* audience, the power trip continues. 274,000 of them bought or purchased a vehicle in the past 12 months, and more than half spent \$40,000 or more.

If you're not including the age group that contributes by far *the most actual buyers*, your marketing plan is probably just driving around in circles. Connect to where the power is – the Zoomers.

Other factoids you should know:

■ 6.2 million Zoomers, including 468,000 readers of *Zoomer Magazine* – paid cash the last time they acquired a vehicle.

■ Zoomers love to drive. Of the nearly

7 million Canadians who drove 15,000 km or more in the past 12 months, 4 million – or almost 57% – are Zoomers. By contrast, only 1.7 million Millennials drove this much.

■ 6.2 million

Canadians say they try to keep up with the latest in automotive technology. Of these, 3.3 million – or 53% – are Zoomers. Who says they're not tech-savvy?



TRAVEL

Where's the Promised Land? We've got the map.

It's old news that Zoomers totally dominate the travel market. Of the 12.8 million Canadians who traveled on vacation outside of Canada in the past 12 months, Zoomers accounted for 6.9 million – or nearly 55% of the total.

But 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*.

Some other factoids you'll find interesting:

■ 2.9 million Zoomers spent \$3,000 or more on their most recent vacation trip outside of Canada. That's 60% of all Canadians

who spent that much.

■ 2.7 million Zoomers, representing 56% of the Canadian total, stayed at a luxury hotel in the past 12 months.

■ 2.6 million Zoomers, representing 67% of

the Canadian total, went on a cruise in the past 3 years.

■ 4.3 million Zoomers say they prefer to take holidays off the beaten track, to destinations they haven't seen before.



HOME

The power is always on.

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

A total myth.

Zoomers dominate housing and home improvement. 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 actual buyers* than all other age groups put together.

And *Zoomer Magazine* readers, in particular, represent the “cream of the cream” of all this consumer demand.

If you market anything related to the home, Zoomers are definitely the most powerful audience.

Some factoids you should know:

■ 474,000 Zoomer readers live in a home worth \$500,000 or more.

■ 189,000 readers have spent \$10,000 or more on home renovation in the past 2 years.
■ 166,000 readers

also own a vacation home.
■ 264,000 readers bought furniture or home accessories in the past 12 months.



BEAUTY & STYLE

For Zoomers, spending is always in fashion.

If there's one segment of the marketing world that actively pursues "younger" consumers, it's beauty and fashion. Nothing wrong with that – except that Zoomers contribute *more actual buyers* than any other age group.

Whether your marketing skin care and beauty products, or apparel, or jewelry and accessories, ignoring Zoomers means you're not talking to hundreds of thousands of shoppers... and leaving millions of dollars on the table.

Could your marketing strategy use a makeover?

Want specifics? Here are some factoids to consider:

- 3.1 million Zoomers bought makeup and cosmetics in the past 30 days – more than all other age groups combined.
- 353,000 Zoomers spent \$100 or more on makeup and cosmetics in the past

- 30 days – that's over 68% of all Canadians who spent that much.
- 6.1 million Zoomers bought face and body skincare products in the past 30 days – again, more than all other age groups combined.
- 1.1 million Zoomers spent \$50 or more on skincare products

- in the past 30 days – one more time, more than all other age groups combined.
- 609,000 Zoomers spent \$1,000 or more on women's apparel in the past 12 months – yet again, more than all other age groups combined.



HEALTH & WELLNESS

Empowered to stay healthy.

It's not news that Zoomers have most of the spending power in the health and wellness category, accounting for close to 80% of consumer spending. What's interesting is the underlying reason. Zoomers feel empowered to take control of their own health. This means they're information junkies (in print as well as online) for news and ideas that can help. They're an engaged and attentive audience for your story... and we can help deliver it.

Are you underspending against Canada's most powerful audience?

Some healthy information for you to consider:
■ 6.7 million Zoomers say they always check the nutritional content of the food they eat.
■ 6 million say

they think their diet is healthy.
■ 7.4 million say regular exercise is an important part of their life.
■ 2.6 million are members of a

fitness club.
■ 473,000 visited a health information website daily over the past month, and 3.2 million visited a health site weekly.



MONEY

Here's what powers all this spending.

To have all this spending power, you need financial power. And on this subject, Zoomers clearly control the marketplace. No matter how you measure it – net worth, use of financial services, credit cards – Zoomers come out on top.

They own more, earn more on their investments, and use more financial services, than all other age groups combined.

As with health and wellness, Zoomers are hungry for information on how to manage their finances. 1.2 million (including 104,000 of our readers) visited a financial website daily over the past month, and 2.7million (including 205,000 readers) visited a financial site weekly. They're eager to hear your story. We're the perfect place to tell it.

Follow the money:

■ 6.7 million Zoomers have total savings and investments (excluding their home) of \$100,000 or more. This represents 70% of all Canadians who have that much. This includes 568,000 Zoomer readers who are in

that elite league.

■ 7.4 million Zoomers (including 585,000 *Zoomer Magazine* readers) spend over \$1,000 a month on their credit cards.

■ 6.2 million Zoomers (including 537,000 readers) used the services of a financial planner in

the past 12 months.

■ 2 million Zoomers (including 113,000 readers) traded investments online in the past 6 months – more than all other age groups combined. Who says they're not tech-savvy?



It all comes down to this: Zoomers feel empowered.

Zoomers see themselves as active, engaged, and ready to re-write the rules. They feel empowered to do new things, learn new things, and continue to change their lives for the better. This makes them an attentive audience, consciously and deliberately seeking out information that can help. Now add their financial power and their propensity to spend, and you have the ideal audience – and we're the most efficient way to reach them.

They're eager. They're curious. They want to hear your story. They have the money. They're ready to spend it.

Canada's most powerful audience. *Our* audience.

Check these factoids. Do these sound like "old" people?

■ 14.2 million Zoomers (including 1 million of our readers) say they think it's important to continue learning new things throughout life.

■ 5.9 million Zoomers (including 453,000 readers) say they want to pursue a life of challenge, novelty, and change.

■ 6.4 million Zoomers (including 565,000 readers) say they try

to keep up with all the latest developments in technology.

■ 6.7 million Zoomers (including 434,000 readers) say they have a keen sense of adventure.

Audience

National Edition 2021

	Print	Total Footprint
Total Readership	1,509,000	2,120,000

Demographic Information

Male	45%	46%
Female	55%	54%
Average Age	58	54
Age 35+	83%	76%
Age 18-49	23%	31%
Age 25-54	23%	27%
Age 45+	76%	68%
Age 50+	73%	65%
Age 55+	68%	60%

Income

Avg HHI	\$79,763	\$77,269
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Geographical Distribution

Ontario	60%	55%
BC	13%	15%
Toronto CMA	30%	28%
Vancouver CMA	7%	8%
Calgary CMA	3%	4%
Edmonton CMA	3%	4%

Advertising Rates (Net)

National 2021

Total Reach: 1,509,000

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

Ontario East Edition 2021 (Ontario, Quebec, New Brunswick, P.E.I., Newfoundland, Nova Scotia)

Total Reach: 1,095,000

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

Western Edition 2021 (British Columbia, Alberta, Saskatchewan, Manitoba)

Total Reach: 414,000

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

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
January/February	New Year, New You	OCT 22	OCT 27	OCT 28	NOV 23	NOV 30
February/March	The Money Issue	DEC 28	JAN 05	JAN 06	FEB 01	FEB 08
April/May	The Food Issue	FEB 25	MAR 02	MAR 03	MAR 29	APR 05
June/July	The Nostalgia Issue	APR 22	APR 27	APR 28	MAY 25	JUN 01
August/September	The Style Issue	JUN 24	JUN 28	JUN 28	JUL 26	AUG 02
October/November	Body, Mind & Spirit	SEP 02	SEP 07	SEP 08	OCT 05	OCT 12

Print Specs

National Edition 2021

	Ad Without Bleed (W x H)	Ad With Bleed (W x H)
DPS	15.75" X 10.75"	16" X 11"
Full Page	7.875" X 10.75"	8.125" X 11"
⅔ Vertical	5" X 10.75"	5.25" X 11"
Digest	4.5" X 6.5"	5.25" X 7.2674"
½ Horizontal	7.875" X 5.375"	8.125" X 5.625"
⅓ Square	4.5" X 4.5"	5.25" X 5.25"
⅓ Vertical	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.zml.ca
User Name: Zoomer.Magazine
Password: FTP@zoomermag
Log-in 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	230,106
Page Views	1,352,810
Adults 45+	73%
Female	69%
Male	31%
Social Media	94,293



ZoomerRadio.ca

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

Zoomer Radio 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 Zoomer Radio website, featuring Top 10 Countdowns, vintage video, podcasts of unique, original shows like Fight Back with Libby Znaimer and The Conspiracy Show.

Users	26,358
Page Views	186,760
Adults 45+	71%
Female	50%
Male	50%
Social Media	10,757



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	25,774
Page Views	280,000
Adults 45+	61%
Female	55%
Male	45%
Social Media	17,965



VisionTV.ca

The definitive online destination for ZoomerTV viewers

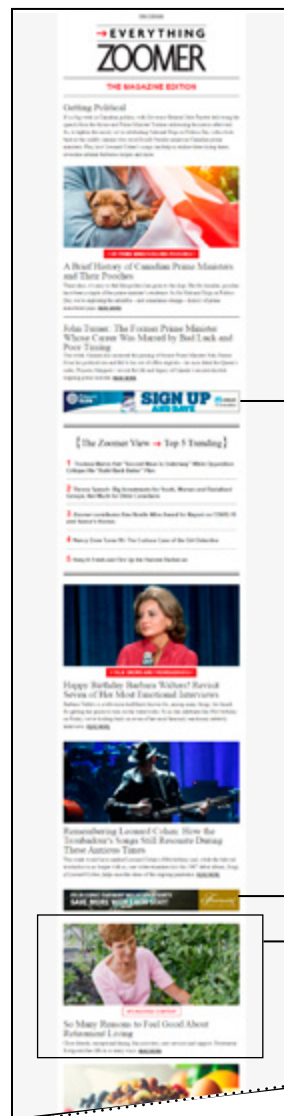
VisionTV.ca is the online destination for a deeper look into the world of VisionTV, Canada's national network for news, movies, music, faith, family and multi-cultural programming, and the world's best British dramas and comedies. Watch full VisionTV episodes for free online, catch up on favourite series, 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	34,495
Page Views	155,774
Adults 45+	74%
Female	70%
Male	30%
Social Media	34,198



E-Newsletters and E-Blasts

Zoomer E-Newsletters



Ad unit
728 x 90

Ad unit
728 x 90

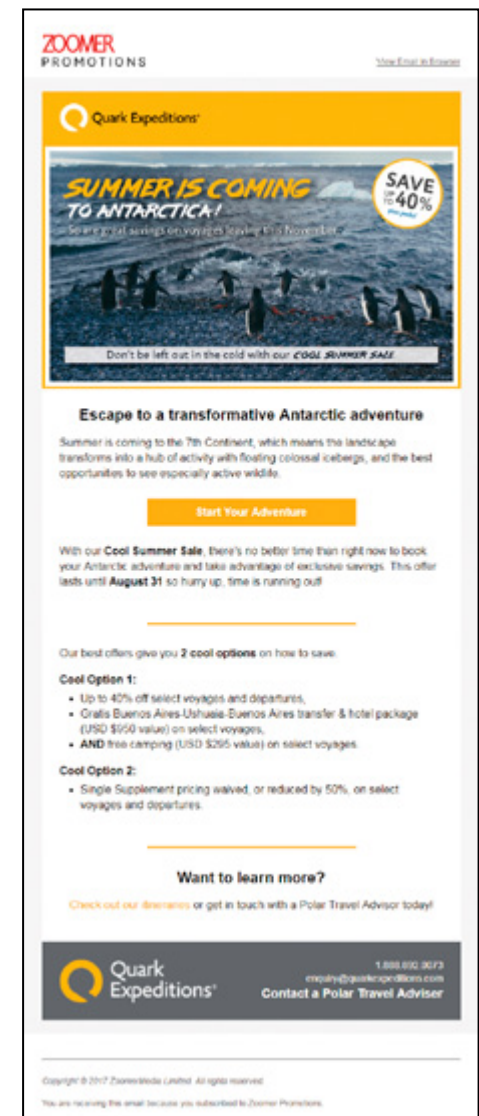
Ad unit
728 x 90

Advertorial

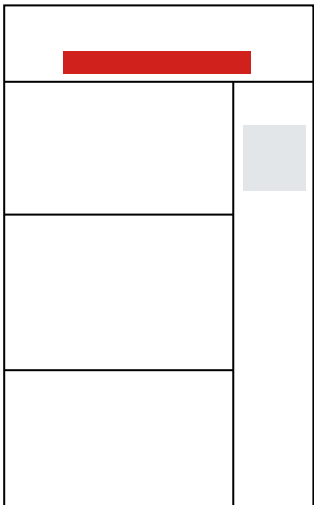
Advertorial



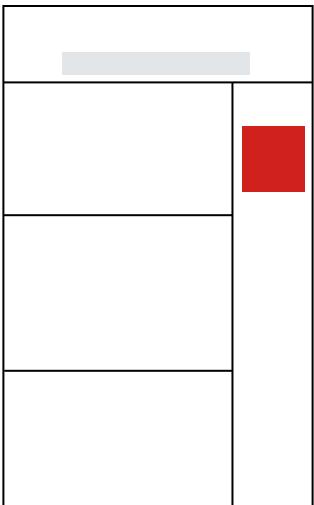
E-Blast



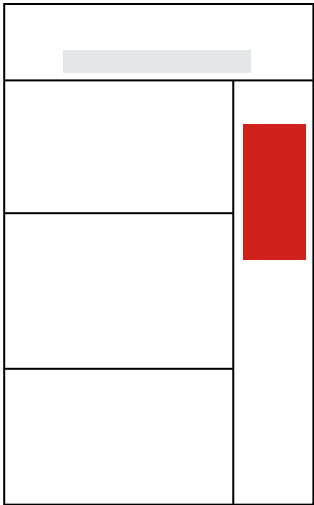
Standard Ad Units



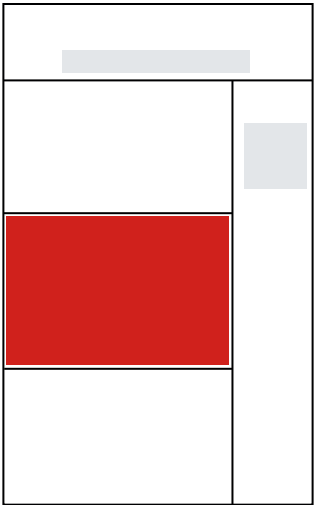
Leaderboard
728x90



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: ■ Takeovers ■ Interstitials ■ Wallpaper ■ Slideshows ■ Pushdown ■ Video ■ Film strip ■ Catfish
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® 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	\$78 \$65	
Bi-weekly	Zoomer Wellness Zoomer Living Zoomer Travel Zoomer Money	Advertorial 728 x 90 leaderboard	\$78 \$65	Issued weekly with each topic available bi-weekly
Monthly	CARP Lifestyle CARP Health CARP Travel CARP Savings VisionTV	Advertorial 728 x 90 leaderboard	\$78 \$65	CARP Savings advertorial must be offer or savings based
Quarterly	The Classical Club ZoomerRadio	Advertorial 728 x 90 leaderboard	\$78 \$65	
Sponsored Bulletin		Roadblock (x2) Advertorial (x2)	Quoted Flat	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

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.

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.

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.

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.

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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EDITORIAL ENQUIRIES

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ZoomerMedia: Multiple brands, multiple platforms.

