



ZOOMER
MAGAZINE >

LIFE...
EMPOWERED.

MEDIA KIT
2023

ZOOMER
MAGAZINE



Who Is Our Market?

**ZOOMERS ARE CANADIANS
WHO ARE 45+**

**THERE ARE
17.6
MILLION
OF THEM**

**THEY CONTROL 68% OF THE
NATION'S WEALTH**

**AND ACCOUNT FOR
MORE THAN 56% OF
CONSUMER SPENDING**

**ZOOMER MAGAZINE
READERSHIP
1,060,000**

**PRINT & DIGITAL
2,146,000**

NATIONAL EDITION 2023

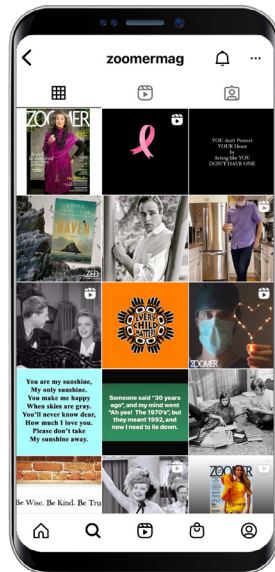
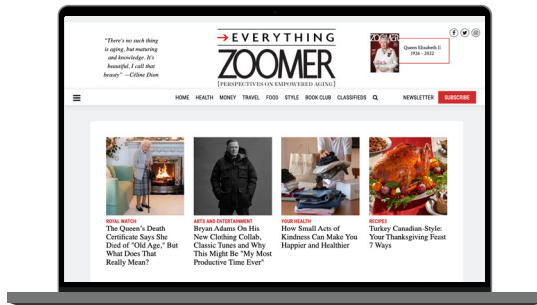
	PRINT	PRINT/DIGITAL
TOTAL READERSHIP	1,060,000	2,146,000
DEMOGRAPHIC INFORMATION		
Male	49%	51%
Female	51%	49%
Average Age	54	48
Age 35+	76%	63%
Age 18-49	36%	49%
Age 25-54	33%	40%
Age 45+	64%	50%
Age 50+	62%	47%
Age 55+	56%	43%
INCOME		
Avg HHI	\$81,006	\$77,624
DISTRIBUTION		
Ontario	60%	55%
BC	16%	16%
Toronto CMA	26%	26%
Vancouver CMA	11%	11%
Calgary CMA	2%	3%
Edmonton CMA	2%	3%



> Website

EverythingZoomer.com

1,315,166 Average Monthly Pageviews
(Jan 1 - Sept 30, 2022)



> Social Media

Total Footprint:
718,000 Followers



> Print
Magazine
1,060,000
Readership
6 x per year



> Special Interest
Publications & Introducing
The Zoomer Guides

Our Platforms



> E-Newsletters
Combined Reach:
505,794 Subscribers



Our Digital Network - Website & Digital Hubs

EverythingZoomer.com

➤ Lifestyle magazine for the 45+

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

USERS	1,801,794
PAGE VIEWS	11,836,494
ADULTS 45+	67%
FEMALE	59%
MALE	41%

JAN 1 - SEPT 30, 2022

THE WEBSITE
HAS A TOTAL OF
1,917,784
MONTHLY PAGE
VIEWS
(APRIL 2021)

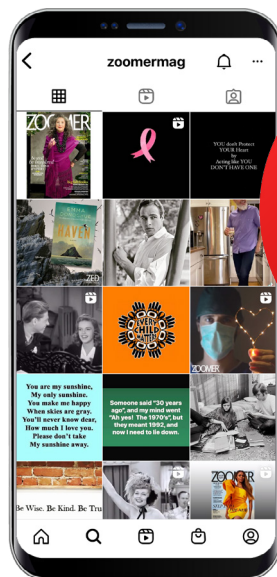
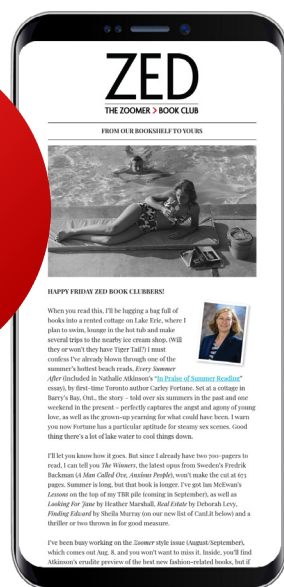
THE HUB HAS
HAD A TOTAL OF
529,772
PAGE VIEWS
(SINCE NOV 2020)

Newsletters and Social Media

ZOOMER NEWSLETTER LISTS (Jan, 2022)

TOPIC	SUBSCRIBERS
WELLNESS	81,325
TRAVEL	69,173
MONEY	72,043
LIVING	68,083
MAG/NOSTALGIA	103,639
ZED: THE ZOOMER BOOK CLUB	19,340
WEEKEND	69,075
THE ZONE	2,330

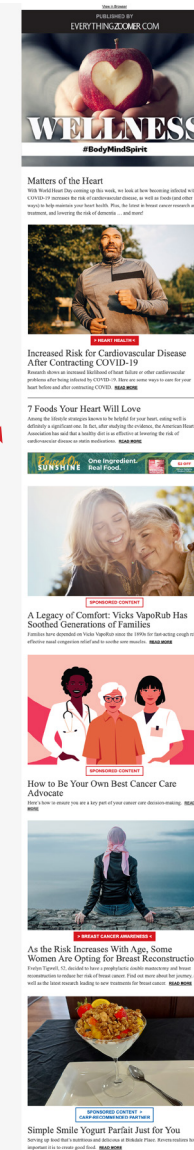
COMBINED
REACH OF
OUR SEVEN
NEWSLETTERS
505,794
SUBSCRIBERS



OUR TOTAL
SOCIAL MEDIA
FOOTPRINT IS
OVER
130,000
FOLLOWERS



➤ Ad units
and advertorial
space available



Our Digital Network Partners/Extension

ZoomerRadio.com

➤ 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.com

➤ 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.com

➤ 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 multicultural 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





Rate Card

NATIONAL 2023

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
2/3 PAGE	\$12,285	\$11,675	\$11,060
1/2 PAGE	\$10,115	\$9,615	\$9,104
1/3 PAGE	\$7,225	\$6,700	\$6,500

ONTARIO 2023 (Ontario, Quebec, New Brunswick, P.E.I., Newfoundland and Labrador, Nova Scotia)

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 2023 (British Columbia, Alberta Saskatchewan, Manitoba)

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 Calendar



MONTH	THEME	SPACE	MATERIAL	INSERTS	IN-HOME	NEWS
2023						
February/March '23	The Money Issue	DEC 29	JAN 05	JAN 12	JAN 31	FEB 07
April/May '23	The In Season/Get Outside Issue	FEB 24	MAR 06	FEB 28	MAR 27	APR 03
June/July '23	The Leisure/Slip Into Summer Issue	APR 20	APR 27	APR 25	MAY 23	MAY 29
August/September '23	The Fall Into Reading Issue + Style & Living Trends	JUN 22	JUN 29	JUN 27	JUL 24	JUL 31
October/November '23	The Body, Mind Spirit /15 th Anniversary Issue	AUG 31	SEP 07	SEP 15	OCT 02	OCT 9
December '23/January '24	The New Year/Reinvention Issue + 24 Reasons To Travel In 2024	OCT 20	OCT 27	OCT 25	NOV 21	NOV 28



Print Specs



NATIONAL EDITION

SIZE	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"
2/3 VERTICAL	5" X 10.75"	5.25" X 11"
DIGEST	4.5" X 6.5"	5.25" X 7.2674"
1/2 HORIZONTAL	7.875" X 5.375"	8.125" X 5.625"
1/3 SQUARE	4.5" X 4.5"	5.25" X 5.25"
1/3 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.





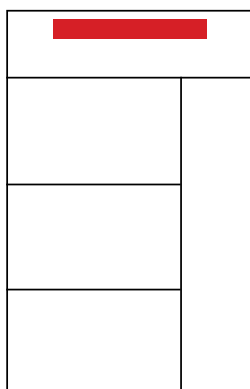
Digital Advertising Rates

RUN OF NETWORK

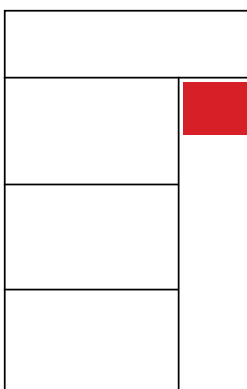
OPPORTUNITY	UNIT	NET CPM*	DETAILS
Everythingzoomer.com VisionTV.ca CARP.ca TheBrandNewOne.com Classical963fm.com JoyTV.ca ZoomerRadio.ca	728 x 90 Leaderboard 300 x 250 Big Box	\$30	> Contextual and geographic targeting available upon request > Premiums may vary
Advertorial	Teaser copy & image that links to full article up to 700 words in length +2-3 images	\$50	Copy and images provided by advertiser with design and production by ZoomerMedia
Sponsorships, Special Ad Units and Native Advertising	Various	Quoted	Examples include: <ul style="list-style-type: none"> > 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 on request > Premium may apply

* Cost per thousand

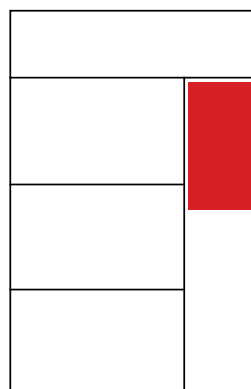
Leaderboard
728 x 90



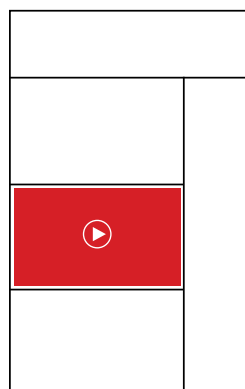
Big Box
300 x 250



Half Page
300 x 600



In-Page Video
640 x 480



Digital Advertising Rates *cont.*

E-BLAST (CASL Compliant)

OPPORTUNITY	UNIT	NET CPM*	DETAILS
Zoomer® Promotions C.A.R.P. Promotions	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

RUN OF NETWORK

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
Monthly	C.A.R.P. Lifestyle C.A.R.P. Health C.A.R.P. Travel C.A.R.P. Savings VisionTV	Advertorial 728 x 90 Leaderboard	\$78 \$65
Quarterly	The Classical Club ZoomerRadio	Advertorial 728 x 90 Leaderboard	\$78 \$65

ZoomerMedia Limited subscribes to IAB standards. * Cost per thousand ** Opt-ins subject to change. C.A.R.P. e-newsletters and e-blasts may be limited to C.A.R.P. 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 & 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 shortrates 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.





ZOOMER
MAGAZINE >

Thank you

FOR MORE INFORMATION, CONTACT:

LORI FITZGERALD
VP Sales & Partnerships

l.fitzgerald@zoomermedia.ca
416-607-7730

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