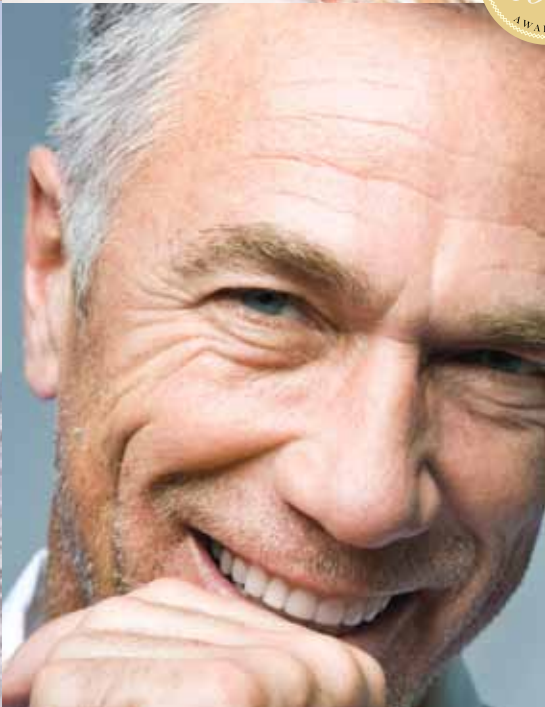




FOR 40s 50s 60s 70s 80s PLUS

ZOOMER[®]

MEDIA KIT 2012





ALPHA BOOMERS

“YOU WOULD THINK THAT EVERY ENTREPRENEUR WITH A PRODUCT TO SELL, EVERY POLITICIAN WITH VOTES TO WIN AND EVERY MEDIA BUYING AGENCY WITH CLIENTS TO PLEASE WOULD BE **FALLING OVER THEMSELVES TO WOO THE ZOOMER DEMOGRAPHIC**. BUT MOST AREN'T. THEY'RE PITCHING TO THE “YOUTH MARKET” EVEN THOUGH “YOUTH” ARE FEWER, POORER, AND RELATIVELY POWERLESS.” - NATIONAL POST, JULY 2011



REACH AFFLUENT AND INFLUENTIAL CANADIANS 45-PLUS

ZOOMER® Magazine has been identified by PMB (Fall 2011) as the most efficient vehicle to reach the demographic “sweet spot” of affluent and influential Canadians 45-plus. 84% of our 534,000 total readers are 45-plus. That’s the highest composition of all measured English magazines in Canada!

AND THE STORY GETS BETTER ...

#1 MOST* ADVERTISING RECEPTIVE

- Strongly agree that they like to be informed about new products & services (Index 162)
- Agree that newspaper/magazine articles on travel affect their vacation choice (Index 161)

#1 MOST* AFFLUENT & EDUCATED

- Personally hold savings & securities valued over \$500,000 (Index 421)
- Post Graduate+ Educated (Index 210)

#1 MOST* INFLUENTIAL

- Donated over \$1,000 to Canadian charities in the past 12 months (Index 251)
- Strongly agree that they keep abreast of changes in style & fashion (Index 200)
- Opinion Leaders** (Index 196)

#1 MOST* LIBERATED

- Empty Nesters (Index 268)
- Mortgage Free Homeowners (Index 221)
- Strongly agree that they generally achieve everything they set out to do (Index 128)
- Agree that they feel in control of their life (Index 115)

#1 MOST* PREMIUM CONSUMERS

- Stay at luxury vacation accommodations (Index 206)
- Recently purchased a vehicle valued over \$50,000 (Index 199)

- Charge over \$1,000 to their credit cards in an average month (Index 165)
- Purchased watches or fine jewellery in the past 12 months (Index 133)
- Agree that they tend to buy on quality, not price (Index 132)

#1 MOST* FINANCIALLY ASTUTE

- Invest in stocks/bonds (Index 213)
- Invest in mutual funds (Index 184)
- Invest in RRSPs (Index 141)

#1 MOST* CULTURALLY RICH & ACTIVE

- 2+ Cruise weeks in the past 3 years (Index 263)
- Regular wine drinkers – 6+ glasses in the past 7 days (Index 241)
- Vacation travel outside Canada in the past 12 months (Index 142)
- Arts Patrons+ (Index 155)
- Agree that they enjoy entertaining at home (Index 115)

#1 MOST* HEALTH CONSCIOUS

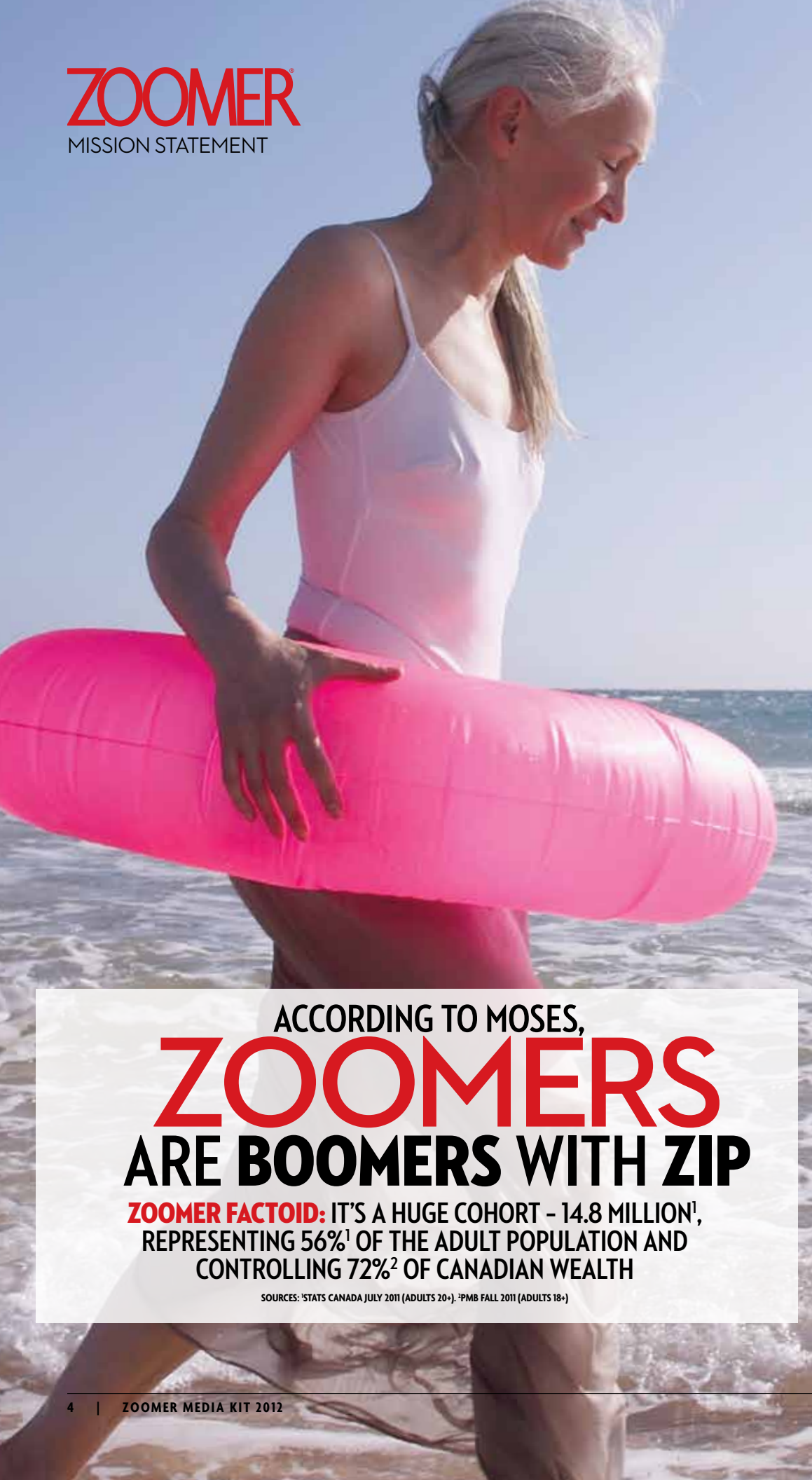
- Take vitamins/minerals/herbal supplements daily (Index 219)
- Strongly agree that their overall good health depends on eating well (Index 193)
- Took prescription remedies in the past 6 months (Index 160)
- Strongly agree that regular exercise is an important of their life (Index 132)

ZOOMER® READERS ARE FASHION & BEAUTY CONSCIOUS

	Index
Use anti-aging hand & body cream	172
Strongly agree that they don't feel complete without a fragrance	157
Spent over \$100 on cosmetics (past 30 days)	156
Regular users of facial moisturizers (past 7 days)	143
Strongly agree that they shop for designer clothing labels	142
Spent over \$100 on face and body skincare (past 30 days)	141
Strongly agree that they really enjoy shopping for clothes	127

SOURCES: PMB FALL 2011 (BASE: ADULTS 12+) * INDEX RANK BASED ON COMPETITIVE SET: CANADIAN LIVING, HOMEMAKERS, CHATELAINE, READER'S DIGEST, CANADIAN HOUSE & HOME, STYLE AT HOME, CANADIAN GARDENING, MACLEAN'S, HELLO! CANADA, PEOPLE, CANADIAN GEOGRAPHIC, OUR CANADA, CANADA'S HISTORY, ALIVE, CANADIAN HEALTH & LIFESTYLE, GOOD TIMES, & CANADIAN HEALTH

** ANY OF: WROTE TO A PUBLIC OFFICIAL/EDITOR OF A PAPER OR MAGAZINE, WERE ACTIVE IN A SOCIAL ISSUE/COMMUNITY PROJECT OR WORKED FOR A POLITICAL PARTY/ CANDIDATE
† PERSONALLY ATTEND: LIVE THEATRE, BALLET, OPERA, MUSEUM, ART GALLERY OR CLASSICAL CONCERTS



ACCORDING TO MOSES,
ZOOMERS
ARE BOOMERS WITH ZIP

ZOOMER FACTOID: IT'S A HUGE COHORT - 14.8 MILLION¹,
REPRESENTING 56%¹ OF THE ADULT POPULATION AND
CONTROLLING 72%² OF CANADIAN WEALTH

SOURCES: ¹STATS CANADA JULY 2011 (ADULTS 20+). ²PMB FALL 2011 (ADULTS 18+)

ZOOMER®: A term popularized by Moses Znaimer to signify a New Vision of the population demographic traditionally known as the 45-plus.

ZOOMER® is a state of mind. It's an attitude at the core of living long and well that combines a desire for new experiences with a sense of purpose and value. It's an attitude that recognizes the challenges of aging but also insists that aging doesn't have to mean retreating from life.

That's why **ZOOMER®** was created — it's the magazine for Canadian men and women who embrace life with the confidence of experience and who **aren't afraid of change.**

Each issue, credible and engaging editors and contributors report and reflect on groundbreaking lifestyle trends. From finance, fitness, food and travel to health, beauty and fashion, **ZOOMER®** creates a focal point for our readers' lives and opinions.

“I JUST PICKED UP A COPY OF ZOOMER® AT AN AIR CANADA LOUNGE. CONGRATULATIONS ON A FANTASTIC MAGAZINE AND CONCEPT! I’M SURE ITS ALREADY A HOME RUN. **TOPICAL, NOSTALGIC, MOTIVATING...HOPE IT IS A MASSIVE SUCCESS.**”

SCOTT NEWMAN, CALGARY

AVAILABLE 9 TIMES A YEAR

AVERAGE CIRCULATION OF 172,465*

SUBSCRIBERS	93%
NEWSSTAND	7%

AVERAGE ISSUE READERSHIP OF 534,000**

READERSHIP BY REGION***

ATLANTIC CANADA	7%
QUEBEC	2%
ONTARIO	64%
PRAIRIES	13%
BRITISH COLUMBIA	14%

READER PROFILE**

MALE/FEMALE	40%/60%
ADULTS 45+	84%
AVERAGE AGE	59
AVERAGE HHI	\$77,356
AVERAGE SAVINGS & SECURITIES	\$193,096
AVERAGE TIME SPENT READING	56.3 MINUTES

*SOURCE: CCAB MARCH 2011. **PMB FALL 2011, AVERAGE ISSUE READERSHIP (BASE: ADULTS 12+)

ZOOMER'S REGULAR SECTIONS COVER THE KEY PILLARS OF OUR READERS' LIVES.

ENHANCE READER RECEPTIVENESS BY PLACING YOUR MESSAGE IN OR AROUND ONE OF THESE TARGETED ENVIRONMENTS



ZOOM IN
News, Chatter, Culture & Life



VITALITY
Health, Fitness, Nutrition (Recipes) & Sex



ATTITUDE
Beauty, Grooming, Trends, Style, Dating & Relating



THE "WELL"*
Cover Story, Food and/or Garden, a Zoomer psyche piece (social issues, feel good, bucket list) & Topical Features (Ripped from the headlines, provocative, hot-button issues)



MONEY
Investments, Assets, Experts & Advice



CARP ACTION
Advocacy, Benefits & Community



TRAVEL
Explore, Adventure, Experience, Escape

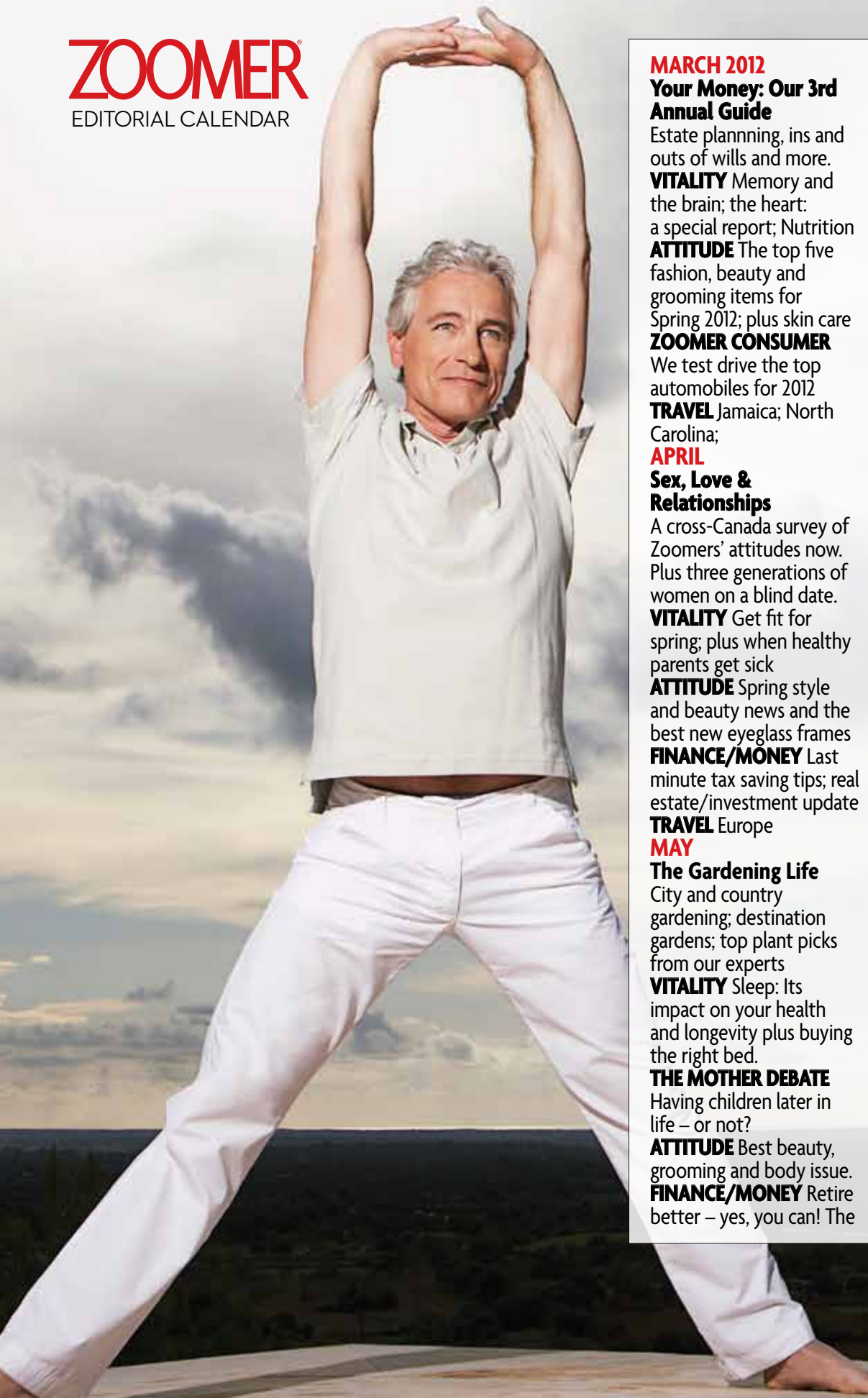


ONTARIO
Seamlessly flows from the Travel section. James Chatto's restaurant reviews; special interest stories, plus "Why I live Here" community spotlight, events & happenings in Ontario (Zoomer Guide/Calendar)



ZOOM OUT
Nostalgia, Opinions & Cartoons

*NO ADS WITHIN (CAN RUN FIRST POSITION BEFORE OR AFTER)



MARCH 2012

Your Money: Our 3rd Annual Guide

Estate planning, ins and outs of wills and more.

VITALITY Memory and the brain; the heart:

a special report; Nutrition

ATTITUDE The top five fashion, beauty and grooming items for Spring 2012; plus skin care

ZOOMER CONSUMER

We test drive the top automobiles for 2012

TRAVEL Jamaica; North Carolina;

APRIL

Sex, Love & Relationships

A cross-Canada survey of Zoomers' attitudes now.

Plus three generations of women on a blind date.

VITALITY Get fit for spring; plus when healthy parents get sick

ATTITUDE Spring style and beauty news and the best new eyeglass frames

FINANCE/MONEY Last minute tax saving tips; real estate/investment update

TRAVEL Europe

MAY

The Gardening Life

City and country gardening; destination gardens; top plant picks from our experts

VITALITY Sleep: Its impact on your health and longevity plus buying the right bed.

THE MOTHER DEBATE

Having children later in life – or not?

ATTITUDE Best beauty, grooming and body issue.

FINANCE/MONEY Retire better – yes, you can! The

smartest investments.

ZOOMER CONSUMER

The new BBQs

TRAVEL Weekend getaways, summer cruises and top cities

JUNE

Live to 100 Wellness special. Plus!

Weddings: the second or third time around

VITALITY The latest in longevity news; travelling for your health's sake

ATTITUDE Warm weather beauty and grooming

MONEY Real Estate: Rightsizing for your life

ZOOMER CONSUMER

Auto news: Convertibles

TRAVEL Bucket list travel (Ecuador and more)

SUMMER

Best in Canada & Outdoor Living: Our 3rd Annual Guide

City and country staycations; Entertaining

ZOOM IN Cottage books

ATTITUDE Saving your skin; sunscreen protection

VITALITY Alzheimer's report; gardening; summer fitness; diet tips

MONEY Saving strategies

IN EVERY ISSUE

Experts, beauty, grooming and new products, dermatological news; answers to your questions on legal matters, insurance and more; automobile test drives; current issues; Gordon Pape on money; columnists Libby Znaimer and Arthur Black; best books, more food, cooking and Canadian travel destinations.

ZOOMER

MATERIAL DEADLINES & CLOSING DATES

ISSUE	FOCUS	SPACE*	MATERIAL	INSERTS AT PLANT	IN-HOME	NEWSSTAND
MARCH	MONEY	JAN 6	JAN 13	JAN 20	FEB 6	FEB 13
APRIL	SEX, LOVE AND RELATIONSHIPS	FEB 3	FEB 10	FEB 17	MARCH 5	MARCH 12
MAY	THE GARDENING LIFE	MARCH 9	MARCH 16	MARCH 23	APRIL 9	APRIL 16
JUNE	LIVE TO 100	APRIL 5	APRIL 13	APRIL 20	MAY 7	MAY 14
SUMMER	BEST IN CANADA/OUTDOOR LIVING	MAY 11	MAY 18	MAY 25	JUNE 11	JUNE 18
SEPTEMBER	CULINARY TRAVEL	JULY 6	JULY 13	JULY 20	AUG 6	AUG 13
OCTOBER	THE ZOOMER LIST: TOP 45 OVER 45	AUG 10	AUG 17	AUG 24	SEPT 10	SEPT 17
NOVEMBER	AGE & BEAUTY	SEPT 14	SEPT 21	SEPT 28	OCT 15	OCT 22
WINTER	HAPPINESS: MIND, BODY, SPIRIT	OCT 26	NOV 2	NOV 9	DEC 3	DEC 10

* FRACTIONAL ADS CLOSE FOR BOOKINGS 1-WEEK PRIOR

GET MORE! Experts, Travel, Auto Test Drives and Financial Advice in every issue!
 Ontario Restaurant reviews by one of Canada's top critics; where to go guide



NATIONAL EDITION 4-COLOUR ONLY

AD UNIT	1X	3X	6X	9X
DPS	\$ 27,250	\$ 25,800	\$ 24,440	\$ 23,080
FULL PAGE	\$ 14,675	\$ 13,950	\$ 13,210	\$ 12,480
2/3 PAGE	\$ 12,480	\$ 11,860	\$ 11,230	\$ 10,610
DIGEST	\$ 11,740	\$ 11,160	\$ 10,570	\$ 9,980
1/2 PAGE	\$ 10,280	\$ 9,760	\$ 9,250	\$ 8,740
1/3 PAGE	\$ 7,340	\$ 6,980	\$ 6,610	\$ 6,240
1/4 PAGE	\$ 5,870	\$ 5,580	\$ 5,290	\$ 4,990

ONTARIO EDITION 4-COLOUR ONLY

AD UNIT	1X	3X	6X	9X
DPS	\$ 19,010	\$ 18,060	\$ 17,110	\$ 16,160
FULL PAGE	\$ 10,280	\$ 9,760	\$ 9,250	\$ 8,740
2/3 PAGE	\$ 8,740	\$ 8,300	\$ 7,860	\$ 7,430
DIGEST	\$ 8,220	\$ 7,810	\$ 7,400	\$ 6,990
1/2 PAGE	\$ 7,200	\$ 6,840	\$ 6,480	\$ 6,120
1/3 PAGE	\$ 5,140	\$ 4,880	\$ 4,630	\$ 4,370
1/4 PAGE	\$ 4,110	\$ 3,910	\$ 3,700	\$ 3,500

COVER & PREMIUM POSITIONS

% Premium over earned frequency rate

- Inside front cover 20%
- Inside back cover 15%
- Back cover 25%
- Guaranteed position in an issue 15%
- Double page spread and consecutive multiple pages: rates upon request

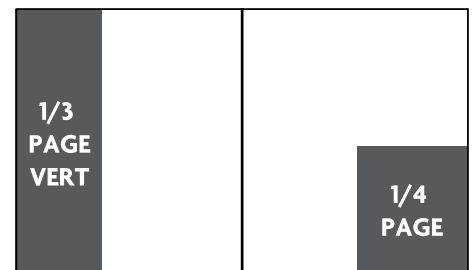
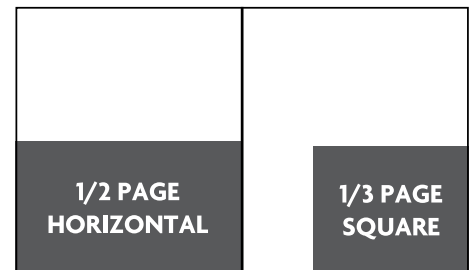
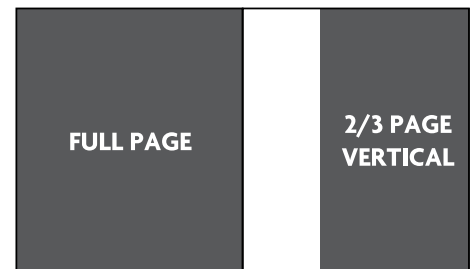
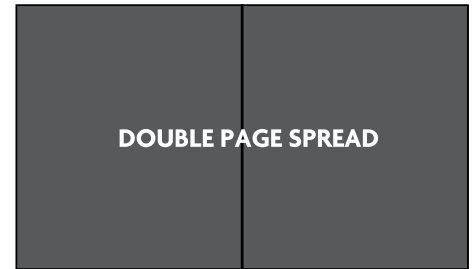
INSERTS/REPLY CARD/POLYBAGS

- 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
- The Publisher reserves the right to print on the reverse side of supplied inserts that are printed on one side only
- 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.")

ZOOMER

MECHANICAL REQUIREMENTS

	NON-BLEED (W X H)	BLEED (W X H)
DPS	16" x 10"	16.75" x 10.75"
FULL PAGE	7.625" x 10"	8.375" x 10.75"
2/3 VERTICAL	5" x 10"	5.375" x 10.75"
1/2 HORIZONTAL	7.625" x 4.875"	8.375" x 5.375"
1/3 SQUARE	5" x 4.875"	
1/3 VERTICAL	2.25" x 10"	2.875" x 10.75"
1/4 PAGE	3.75" x 4.875"	
DIGEST	5" x 6.5"	



BLEED

Allow 0.125" (1/8 inch) on all outside edges. Live matter not intended to bleed must be at least 0.3125" (5/16 inch) inside trim.

Live area 7.625 x 10 inches

Magazine trim size 8.125 inches x 10.5 inches

MATERIAL REQUIREMENTS

Zoomer® magazine is produced using computer-to-plate technology. Film is no longer acceptable. PDFs and PDF X-1s are acceptable as are Macintosh application files. Please note that ads should be hi-res (300dpi at actual size) and PDFs should NOT be optimized for web view. Also please ensure fonts are embedded. All native files must have linked fonts and images and are acceptable on CD 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. If advertising requires design or layout, there will be an extra charge. Please contact the Production Department at 1 877 324 4112.

MATERIAL DELIVERY

FTP SITE

Address: publicftp.50plus.com
 User Name: Zoomer.Magazine
 Password: MM2#hrwaQW
 Log-on info is case-sensitive.

SHIPPING INSTRUCTIONS

ZOOMER MAGAZINE
 Attn: Richard Hennessey
 22 Gibbs St.
 Cannington, ON L0E 1E0

Questions or problems? Please call or email:

Richard Hennessey, Production Manager
 1-877-324-4112 catalina@persona.ca



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 non-cancellable.
- 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.

LIVE LIFE WELL ONLINE AT
ZOOMERMAG.COM



**EXTEND YOUR REACH.
INCREASE
INTERACTIVITY.
MAXIMIZE EFFICIENCY.**

Zoomermag.com brings our readers and your target demographics more of the content they crave from a unique point of view. From food, fitness, health, money, entertainment and culture to people, style, beauty, travel and sex.

Display banner, weekly e-newsletter, e-blast and custom sponsorship opportunities are available.

Contact your Account Director for further details.





BEYOND THE PAGE OPPORTUNITIES

Leverage the full power of the Zoomer® Empire. Our network of properties from print, broadcast and online to consumer shows and conferences offers the most focused and efficient way to reach Zoomers® (and those who love and care for them) in Canada. Together, with the weight of CARP, they **create a unified and powerful new voice** for the up-to-now largely ignored demographic of Canadians 45-plus.

PRINT	ONLINE	BROADCAST	EVENTS
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ZOOMER
CANADA
Zoomer Magazine

The New Classical **96.3** fm
THE NATION'S CLASSICAL STATION
Classical963FM.com

AM 740
THE BEST OF THE BEST
Zoomer radio
ZoomerRadio.ca

The New Classical **96.3** fm
THE NATION'S CLASSICAL STATION
Classical 96.3 FM

The New Classical **103.1** fm
THE GREATEST MUSIC OF ALL TIME
Classical 103.1 FM

ZOOMERSHOW
Zoomershow

ZOOMERLIFE
WELLBEING & LONGEVITY
ZoomerLife

ONLINE

ZOOMER
CANADA
MAGAZINE.COM
Zoomermag.com

50PLUS.com
50PLUS.com

CARPCA
CARP.ca

ZOOMERS.ca
Zoomers.ca

ZOOMER SINGLES .COM
ZoomerSingles.com

VISION
VisionTV.ca

AM 740
THE BEST OF THE BEST
Zoomer radio
AM 740

VISION
Vision TV: Zoomer Television

Joytv
JoyTV10 Vancouver + JoyTV11 Winnipeg

IDEACITY
Moses Znaimer's Conference
IDEAS HAVING SEX
THE SMARTEST PEOPLE • THE BIGGEST IDEAS
IdeaCity

CARP
ADVOCACY
BENEFITS
COMMUNITY
CARP Education Forums

Contact Victoria Wisdom
for integrated media
opportunities:
v.wisdom@zoomermag.com
416 607 7738

Joytv
JoyTV.ca

THE BRAND NEW
one
BODY MIND SPIRIT
LOVE
VisionTV.ca

THE BRAND NEW
one
BODY MIND SPIRIT
LOVE

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