



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, CHATELAIN, 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

“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+)