

THE NEW | **AM 740**

THE BEST OF THE BEST
Zoomer radio

INFLUENTIAL RADIO

www.AM740.ca

Media Kit 2012

C. Soltes

The Power of Radio



★ Radio reaches 90% of adults 18+ every week, second only to TV (Source: BBM RTS Canada Fall'11).

★ Radio offers advertisers a ubiquitous marketing presence (every day and multiple times throughout the day) which is a key component to quickly generating response (web visits, store traffic, sales, brand recall, and intent to purchase).

★ Radio is accessible, reaching busy Canadians while they are on the go - at work, driving, relaxing at home or using the internet.

★ Current research shows that listeners see radio as “speaking to them” and trust the information they hear, finding credibility and relevance in both the programming and advertising. They feel more emotionally connected to radio and to their community than with any other media.

Radio can impact brands all along the purchase funnel

Radio can be used to improve a brand at stages all the way from creating awareness to enhancing the likelihood that the consumer will recommend the brand to a friend.



Source: Ipsos OTX MediaCT in partnership with Katz Marketing Solutions (November 2011).

Radio maintains its audience delivery during commercial breaks

Radio delivers more than 93 percent of its lead-in audience during the average commercial break, according to a new US study conducted by Arbitron, Media Monitors and Coleman Insights. The 2011 study of minute-by-minute audience levels across 48 top radio markets demonstrates that radio maintains its audience delivery during commercial breaks, contrary to common misperception. Even spot breaks of six minutes or longer delivered an average minute audience that was 85 percent of the audience level before the commercials began.

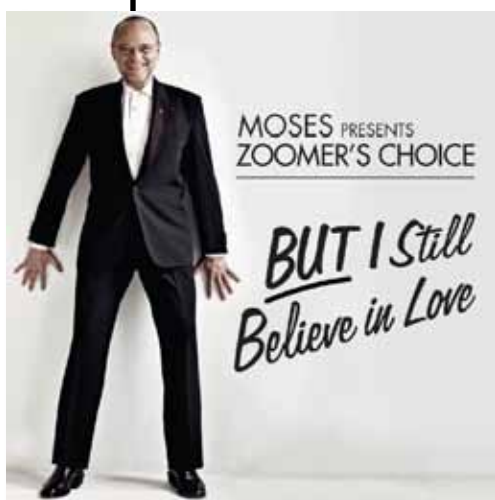


Positioning Statement

"In 740, I've created an old-fashioned full-service throwback. We offer radio 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 30s/40s/50s and 60s. 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

The New AM 740 is a rare 50,000 watt clear channel frequency that reaches large portions of Ontario, Quebec and 28 American states and is the only AM station still playing music in Canada's largest market. Nowhere else on the dial can listeners find such a wide musical range of sentimental favourites and vintage hits, plus, of course, full-service news, weather, traffic and a variety of specialized programs including phone-in talk-show *Goldhawk Fights Back*.

The New AM 740 also presents "Live From The Concert Lobby" performances, which have featured such stars as John McDermott, Michael Burgess, Judy Collins, Loreena McKennitt, Murray McLauchlan, Matt Dusk, and Sophie Milman.



NATIONAL POST

"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." **JULY 2011**

In 2008, Moses Znaimer launched and popularized the term Zoomer® (Boomer with Zip!) to denote the 14.8 million Canadians formerly known as the "45plus". Subsequently, he dubbed the New AM 740 as "Zoomer Radio" reflecting its mission to air the 'Best of the Best' music of the 30s, 40s, 50s and 60s, from Fitzgerald to Sinatra, from Elvis to The Beatles.

Mission Statement

92%¹
of Listeners
are Zoomers®!

#1 A45+ composition of all commercial radio stations in Toronto

The New AM 740, Zoomer® Radio is influential radio for the single most powerful consumer group in the history of the world.

Meet the Zoomers®...

★ AM 740 reaches a group that combines maturity with money and the desire to spend it (Canadians 45-plus).

★ It's a vast group of 14.8 million², representing 56%² of the adult population, controlling 72%³ of Canadian Wealth and accounting for 58%⁴ of consumer spending.

★ The under 45 have peaked as percentage of the population and will continue to decline over the next 20 years; whereas the number of Zoomers® will continue to grow and dominate the marketplace as the entire baby boom generation turns 65.

In category after category, it would be impossible to reach your sales objectives without including the Zoomer® as a key target audience.

Sources: ¹BBM PPM (R4 2011) August 29, 2011 - November 27, 2011, Full Coverage, Mo-Su 5a-1a, Average Weekly Cume, A45+, ²Statistics Canada July 2011 (Adults 20+), ³PMB Fall 2011 (Adults 18+), ⁴Statistics Canada



“For the past 30 years, the advertising industry has worshipped at the altar of youth - because people 18 to 49 have the most disposable income. There’s only one small problem with that - it isn’t true. People 55+ spend the most money in almost all categories. They buy the most cars, spend the most on electronics, and control the most wealth. Yet advertisers aren’t chasing them.” **MAY 2011**

Audience Profile

#2
Station for Time Spent Listening!*

624,000 listeners in Canada tune into AM 740 for over 2.7 million hours every week!

Call Letters: **CFZM**
 Format: **Adult Standards**
 Dial Position: **740**
 Online: **www.AM740.ca**

Age 45+	92%
Male/Female	45% / 55%
Principal Grocery Shopper	82%
Home Improvement Spenders	76%
Homeowners	75%
Casual Dining Past 30 Days	73%
High Speed Internet Access	73%
Hold RRSPs	50%
Vacation Travel in the Past Year	49%
Mortgage-Free Homeowners	46%
Hold Stocks/Mutual Funds	44%

Source: BBM PPM (R4 2011), Full Coverage, August 29, 2011–November 27, 2011, Mo-Su 5a-1a, Adults 2+
 *Rank in comparison to all other commercial radio stations in Toronto (Toronto Central audience)



FACTOID:

Our Listeners Have the Most Money in the Bank! AM 740 listeners possess the highest* average savings & investments at \$192,000!

The AM740 Advantage

AM 740 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
- ★ The only station playing standards/oldies in Toronto
- ★ Top quality talent
- ★ The only former Billboard Magazine North American Radio Personality-of-the-Year (Bill Gable)
- ★ Canada's best known Consumer Advocate (Dale Goldhawk)
- ★ Toronto Rock 'n' Roll Legend (Robbie Lane)
- ★ Toronto's longest-serving radio host (Denis Snowdon)
- ★ Listeners with maturity and money to spend:
 - Highest average savings & investments (\$192,000)¹
 - #2 Net Worth (\$631,000)¹
- ★ #1 composition against principal grocery shoppers (82%)²
- ★ #1 composition against Zoomers®/A45+ (92%)²
- ★ The highest number of daily listening sessions (avg. of 7.8 per day)²
- ★ Top TSL - #2 for time spent listening (avg. of 4.3 hours tuned per week)²



Source: Compared against all Toronto commercial radio stations. ¹BBM RTS Toronto Fall 2011, Adults 12+ (Net worth calculated as Average Savings & Investments + Average Home Value - Average Debts & Liabilities) ²BBM PPM (R4 2011) Mo-Su 5a-1a, Full Coverage, Adults 2+.

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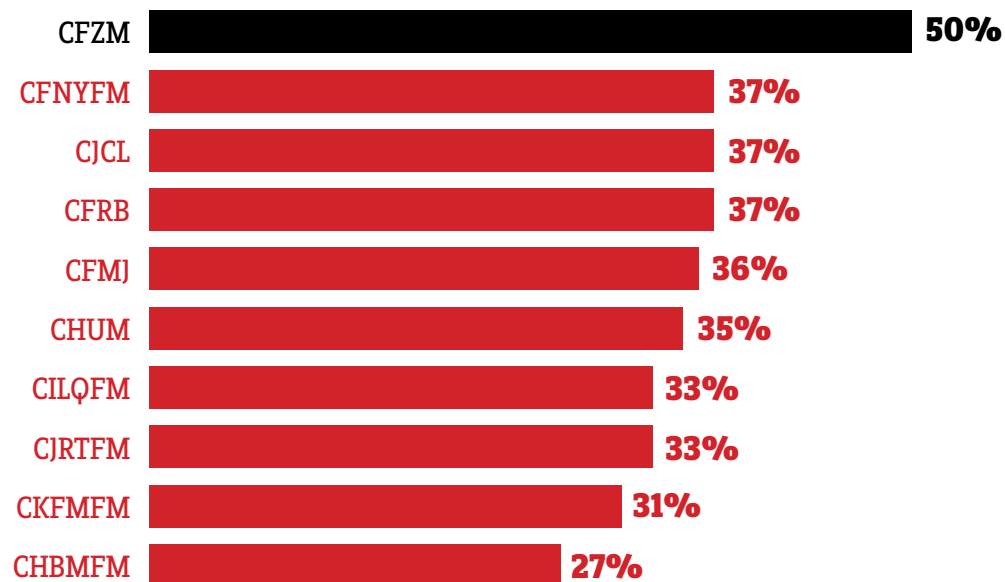
INFLUENTIAL RADIO

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Extend Your Reach!

Top 10 Toronto-Based Spill Stations

% of Full Coverage Listeners (AMA) Outside of Toronto



Source: BBM PPM R4 2011 (August 29, 2011 – November 27, 2011), MoSu 5a-1a, Adults 2+



AM 740 AQH (000) Rank Markets Outside of Toronto

Includes ALL commercial stations with reach into the market

- #2 Guelph Ctrl (A 45+)
- #4 Hamilton Ctrl (A 45+)
- #4 St. Catharines-Niagara Ctrl (A 45+)
- #4 Oshawa-Whitby Ctrl (A 45+)
- #6 Brant/Brantford Ctrl (A 45+)
- #7 Kit-Waterloo Ctrl (A 45+)
- #7 Barrie Ctrl (A 45+)

Source: BBM Fall 2011 Diary, Mo-Su, 5a-1a, Adults 12+

Coverage Area

624,000 listeners in Canada tune into AM 740 for over 2.7 million hours every week!

Coverage

Kingston to Windsor | Parry Sound to Pittsburgh

National & International Coverage

www.am740.ca | Rogers Digital 949



Source: BBM PPM (R4 2011), Full Coverage, August 29, 2011 - November 27, 2011, Mo-Su 5a-1a, Adults 2+



Advertiser Testimonials



“As a small business with a limited marketing budget, we must be very prudent where we direct our resources. The AM740 demographic lines up well with our target market and **the team there worked with us to craft a strategy that met our budget and optimized results.**”

★ JOHN KERR, BATHWAY INC.

“We consider AM740 a valuable member of our advertising team because they understand our business, and that’s not easy! **AM740 provides us with professional services that are delivered with the attention you get from a close friend;** their advice and guidance is invaluable in helping us reach our target audience every week.”

★ JENNA HUNTER, CASINO RAMA

“Radio advertising was uncharted territory for our company just a little over a year ago. We were convinced **‘Talk Radio’ was the best way to go for advertising...**Now we are sure that AM 740 has the right audience for our business...We track all our calls and our radio presence is slowly moving us away from other forms of advertising.”

★ BRIAN WILSON, CAPTAIN ELECTRIC INC

Program Guide



	MONDAY – THURSDAY	FRIDAY	SATURDAY	SUNDAY
6 AM	THE Happy Gang with Bill, Eva, John & Jane		Information Radio	Information Radio
7 AM				
8 AM			From A Woman's Perspective with Marilyn Wetston	Right On The Money with Wayne Baxter
9 AM			The Garden Show with Charlie Dobbin	
10 AM	★ Top 10 at 10 with The Happy Gang		Dave's Corner Garage with David Redinger	Sunday Showcase with Murray Segal
11 AM			Live In The City with Frank Proctor	
12 PM	GOLDHAWK FIGHTS BACK with Dale Goldhawk			Zoomer Week in Review with Libby Znaimer
12:30PM				Mike Filey's Toronto with Mike Filey
1 PM	★ Number Ones At One with Norm Edwards			Celebrity Spotlight with Larry Jackson
2 PM				Vintage Favourites with Gene Stevens
3 PM	Afternoon Express with Norm Edwards		Saturday Sinatra with Frank Proctor	
4 PM				A Little Breath of Scotland with Denis Snowdon
5 PM			Applause with Michael Englebert	
6 PM	Robbie Remembers with Robbie Lane	The Sixties At 6 ☺	The British Invasion with Robbie Lane	Radio Erin with Frankie Benson
7 PM	The Seventies At 7	Friday Night Bandstand with Brian Peroff	The Heart & Soul of Rock 'n' Roll with Bill Gable	Big Band Sunday Night with George Jonescu
8 PM	Sentimental Journey with Frank Proctor			
9 PM				
10 PM	THEATRE OF THE MIND with Brian Peroff			
11 PM	Stardust with Ziggy			The Conspiracy Show with Richard Syrett
12 AM		Midnight Blue with Ziggy		
1 AM	The All Night Jukebox to 6am			

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The Music

AM740 airs the 'Best of the Best' with a fresh combination of Adult Standards, familiar favourites, great oldies, along with recent releases that fit just right.



JANUARY 2012



THE HAPPY GANG



DALE GOLDHAWK

ZIGGY



CHARLIE DOBBIN

The Shows

Unlike anything else on the dial! Full-service news, weather, traffic and over 2 dozen specialty shows with distinct fans and followers.

Weekdays

THE HAPPY GANG ♦ Toronto's funniest morning show with hosts *Bill Gable, Eva D & John Gallagher*.

TOP TEN AT TEN ♦ An exciting music countdown with did-you-know info you will want to share every day.

GOLDHAWK FIGHTS BACK ♦ Canada's best-known consumer advocate *Dale Goldhawk* fights for you! He's not afraid to name names, and demand accountability.

NUMBER ONES AT ONE ♦ One entire hour packed with bona-fide chart-topping #1 hit songs. Hosted by *Norm Edwards*.

AFTERNOON EXPRESS ♦ Host *Norm Edwards* takes the edge off your stressful drive home, with great Zoomer® music and helpful information.

SIXTIES AT SIX AND SEVENTIES AT SEVEN ♦ Daily adventures into the ultimate Zoomer® decades of the past with great music from the 60s and 70s. Hosted by Toronto's own rock'n'roll legend *Robbie Lane*.

SENTIMENTAL JOURNEY ♦ Take a nostalgic cruise back in time with host *Frank Proctor* to the big bands of the 40s, the crooners of the 50s and 60s, and the greatest sentimental songs ever.

THEATRE OF THE MIND ♦ Classic comedies, memorable dramas, suspense, and variety all from radio's golden age. *Brian Peroff* hosts two programmes every evening.

STARDUST ♦ *Ziggy*, "The Diva of Romance" provides stories, poems, insight, and advice alongside the most romantic songs of all-time.

MIDNIGHT BLUE ♦ *Gene Stevens* hosts radio's only X-rated show that's naughty and nice, sexy and saucy, and full of double-entendre songs from the "rhythm" and the "blues".

THE ALL-NIGHT JUKEBOX ♦ We put in the quarter, and you get the songs; a terrific sampling from our huge library, with very few interruptions. Enjoy the music!

FRIDAY NIGHT BANDSTAND ♦ Host *Brian Peroff* celebrates the innocent early days of rock'n'roll from the mid-50s to the mid-60s. Each show includes a featured artist, a countdown from the week in a spotlight year, a half-hour of Elvis Presley at 10pm, and much more.

Saturdays

FROM A WOMAN'S PERSPECTIVE ♦ Toronto's wardrobe Doctor, entrepreneur, and broadcaster *Marilyn Wetston* hosts a variety of guests and discusses weekly topics - all with a focus on women.

THE GARDEN SHOW ♦ Toronto's ONLY garden show on the radio. Hosted by green-thumb expert *Charlie Dobbin* and her able assistant *Frank Proctor*, the duo provide weekly tips for the backyard, in-home gardening, and answer caller questions.

FRANK PROCTOR



LIBBY ZNAIMER

DENIS SNOWDON



RICHARD SYRETT

The Shows

CONTINUED FROM PREVIOUS PAGE.

DAVE'S CORNER GARAGE ♦ Dave's Corner Garage is your weekly car-care radio show, hosted by "neighbourhood mechanic" *Dave Redinger* and *Alan Gelman*.

LIVE IN THE CITY ♦ Great weekend Zoomer® music to accompany all your busy Saturday activities. Includes the all-request 'Diner' at noon, and lots of information and guest phone-calls about events happening "in the city" every weekend.

SATURDAY SINATRA ♦ Ol' Blue Eyes is still considered the greatest popular singer of all time, and we're proud to feature an hour of his endless repertoire hosted by *Frank Proctor*.

APPLAUSE ♦ The best of "Broadway, Hollywood and the London stage" - theatre, musicals, soundtracks, and TV themes, too. Hosted by *Michael Englebert*.

THE BRITISH INVASION ♦ Music from England poured into North America during the 1960s, and changed us forever. We celebrate that music, the artists, and those unforgettable times, with Toronto rock'n'roll legend *Robbie Lane* as host.

THE HEART & SOUL OF ROCK'N'ROLL ♦ An oldies show with SOUL - lots of it, mixed with the best rock'n'roll of the 50s and 60s. Hosted by *Bill Gable*.

Sundays

RIGHT ON THE MONEY ♦ Host *Wayne Baxter* serves up the ever-changing facts and figures of the financial world. Get weekly advice on how best to navigate the tricky waters of savings, investments, tax-planning, and estate management.

SUNDAY SHOWCASE ♦ The late Earl Warren's son, *Murray Segal*, continues in his Dad's path, with a warm and friendly Sunday morning wake-up with music, conversation, and interviews.

ZOOMER® WEEK IN REVIEW ♦ Host *Libby Znaimer* brings you the latest Zoomer® headlines from around the world and shines a spotlight on the key issues affecting you. You'll also get the freshest perspective from Carp and ZoomerMedia experts on health, wellness, and living the good life!

MIKE FILEY'S TORONTO ♦ Toronto historian, columnist, author, and tour-guide *Mike Filey* reminisces about our city's past, with highlight stories and some great songs from those times.

CELEBRITY SPOTLIGHT ♦ A detailed, in-depth look at a superstar's life and music as told by researcher/broadcaster *Larry Jackson* over the course of one fascinating hour.

VINTAGE FAVOURITES ♦ All of today's music has its roots in the past and host *Gene Stevens* explores those roots in swing, jazz, pop, country, blues, and rock'n'roll from the 1920s thru 1960s.

A LITTLE BREATH OF SCOTLAND - Toronto's longest running radio program, hosted continuously for 45 years by *Denis Snowdon*, celebrates the music of Scotland from the traditional to the contemporary along with weekly news and sports results.

RADIO ERIN ♦ They say there's a "bit of Irish in us all." Radio Erin plays traditional and contemporary Irish music. Listen for weekly Irish news and sports, plus local Irish community events.

BIG BAND SUNDAY NIGHT ♦ Legendary broadcaster *George Jonescu* brings back the big band era's glory days with big hits and fascinating stories of the artists.

CONSPIRACY SHOW ♦ Noted conspiracy expert and veteran broadcaster *Richard Syrett*, explores the mysterious, paranormal, alien, supernatural, and conspiratorial events of our times in a fascinating, gripping, and provocative weekly programme.

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Beyond the Dial Opportunities

Our network of properties from broadcast, print and online to consumer shows and conferences offers the most focused and most cost-efficient way to reach Zoomers® 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 45+ Canadians.

TV & Radio

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Print & Multi-Platform

VICTORIA WISDOM | v.wisdom@zoomermedia.ca

Digital & Events

DAVID SERSTA | david@zoomer.ca

BROADCAST	EVENTS	ONLINE
 Classical 96.3 FM  Classical 103.1 FM  AM 740  Vision TV: Zoomer Television  JoyTV10 Vancouver + JoyTV11 Winnipeg  One Channel	 Zoomershow  ZoomerLife  IdeaCity  CARP Education Forums	 Zoomermag.com  50PLUS.com  CARP.ca  Zoomers.ca  ZoomerSingles.com
	ONLINE	
	 Classical963FM.com  ZoomerRadio.ca	 VisionTV.ca  onebodymindspiritlove.com  JoyTV.ca
PRINT		
 Zoomer Magazine		

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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.