





TSO CONDUCTOR PETER OUNDJIAN



MEASHA BRUEGGGOSMAN



TORONTO SYMPHONY ORCHESTRA

The New Classical 96.3 FM, home of Toronto's Classical Favourites, started its life more than a quarter of a century ago as a humble classical music station in beautiful Cobourg Ontario (still broadcasting as Classical 103.1 FM). On August 30th, 2014 we expanded our signal across the southern Georgian Bay with Classical 102.9 FM.

- We are Mozart & Movie Music. Bach & Bernstein. Opera & Crossover.
- We are a new attitude for one of the oldest art forms in Western Civilization
- Programmed by Paul Thomas - popularizes classical music to make it more accessible to the public at large.

We offer listeners the greatest music of all time plus up-to-the minute news, weather, traffic, ZoomerReports and arts reports. All this, plus uniquely intimate and interactive "Live From the Concert Lobby" performances which have featured such luminaries as piano virtuosi Lang Lang and Yundi; opera stars Ben Heppner and Measha Bruegggosman; popular crossover singers such as Katharine Jenkins and Josh Groban; and super groups like The Tenors, Il Volo and the Tafelmusik Baroque Orchestra.

THE NEW CLASSICAL FM IS TORONTO'S ONLY COMMERCIAL RADIO STATION PLAYING ALL CLASSICAL MUSIC.

WEEKLY REACH

712,000

3.2
MILLION

HOURS EVERY WEEK



NET WORTH

\$995,000

AVERAGE
AGE

60



60% FEMALE

40% MALE

47% AGE 35-74

88% AGE 45+

64%

POST
SECONDARY
EDUCATED

73%

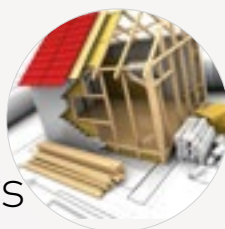
DRIVE
IMPORTED
VEHICLES

60%

MORE LIKELY TO
HAVE MUTUAL
FUNDS

76%

HAVE SPENT
ON HOME
IMPROVEMENTS



51%

ATTEND
MOVIES
IN THE PAST
12 MONTHS

73%

MORE LIKELY TO HAVE
VISITED A FINE DINING
RESTAURANT IN THE
PAST MONTH

48%

HAVE
PETS

75%

HAVE TAX FREE
SAVINGS
ACCOUNTS

53%

MORE LIKELY TO
HAVE ATTENDED LIVE
THEATRE/BALLET

65%

HAVE A
HOUSEHOLD
INCOME
GREATER
THAN \$100K**

82%

MORE LIKELY
TO BE
PRINCIPAL
GROCERY
SHOPPERS

45%



MORE LIKELY TO
BE MORTGAGE
FREE HOMEOWNERS

Source: Numeris, Full coverage, 2019/20 Year to date (August 28, 2019 to May 24, 2020). Newt Worth: Nologic RTS Spring 2020.



**Classical FM
listeners
attend
THEATRE**

**Classical FM
listeners
attend
CONCERTS**

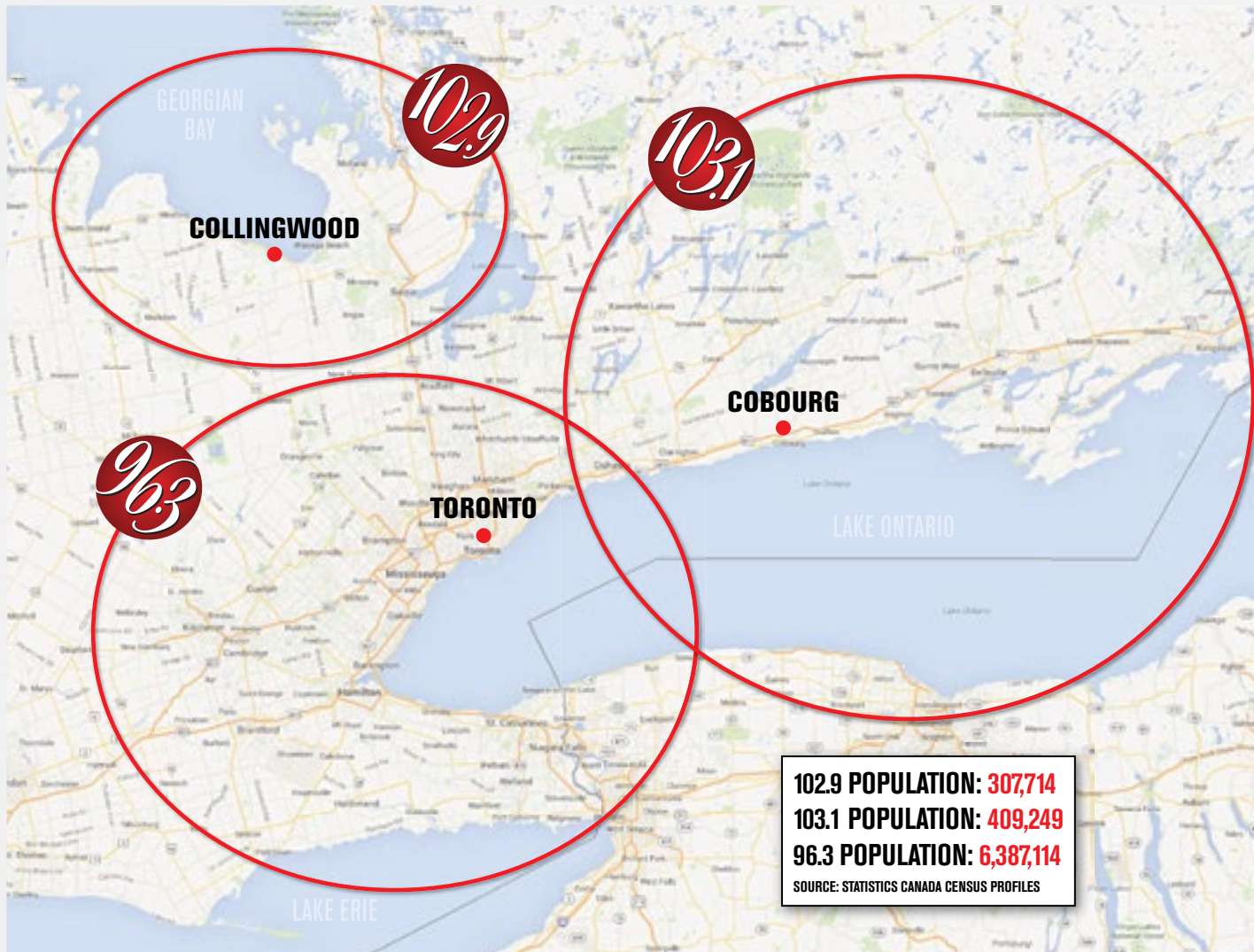
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Source: Numeris, Spring 2020, Adults 18+



**AVERAGE
MINUTE AUDIENCE**

23,100

Full Coverage

16,500

Toronto Central

DAILY CUME

299,000

Full Coverage

228,000

Toronto Central

**AVERAGE
WEEKLY CUME**

712,000

Full Coverage

550,000

Toronto Central

**NATIONAL &
INTERNATIONAL
COVERAGE**

Classicalfm.ca

Bell ExpressVu Channel 963

Rogers Digital 964

Digital Audio Channel 9

Source: Numeris, Full coverage, 2019/20 Year to date (August 28, 2019 to May 24, 2020)

WHY TWO IS BETTER THAN ONE



CONCERT PIANIST - LANG LANG

The New Classical FM & Zoomer Radio are the authoritative radio voices for reaching and speaking to Zoomers® in Ontario. Both stations deliver **an unduplicated weekly audience of 1,042,000!**

Source: Numeris, Full coverage 2019/20 Year to Date (August 28, 2019 to May 24, 2020)

TOP STATIONS IN TORONTO FOR AVERAGE SAVINGS & INVESTMENTS

Zoomer Radio	\$243,000
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Classical FM	\$223,000
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THE TOP STATIONS IN TORONTO FOR AVERAGE NET WORTH

Zoomer Radio	\$988,000
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Classical FM	\$995,000
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Numeris RTS, Fall 2018

Buy both Zoomer Radio & The New Classical FM and balance your Zoomer targeted buy.

AVERAGE AGE

Zoomer Radio	63
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Classical FM	60
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A45+ % COMP WEEKLY CUME ADULTS 45-64 ADULTS 65+

Zoomer Radio	38%	62%
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Classical FM	40%	60%
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Source: Numeris, Full coverage 2019/20 Year to Date (August 28, 2019 to May 24, 2020)

Leverage The Full Power Of Zoomermedia

ZoomerMedia's brands enable advertisers to reach this coveted group in almost all media platforms – print, TV, radio, online and consumer shows as well as through affinity programs with CARP, Canada's largest association for the 45-plus, with more than 300,000 members. Our vision is to provide the showcase your message deserves, and offer the most effective means of communication with the Zoomer population.

TELEVISION



RADIO



DIGITAL



REST OF NETWORK INCLUDES:
VisionTV.ca, JoyTV.ca, HopeTelevision.ca, OneTV.ca,
ZoomerRadio.ca, ClassicalFM.ca, ZoomerShow.com,



/ZoomerMedia



@ZoomerMedia

PRINT



An upscale regional lifestyle magazine celebrating life in Southern Georgian Bay. Published four times per year.

EVENTS



MOSES ZNAIMER'S
CONFERENCE

Live from The New Zoomer Hall

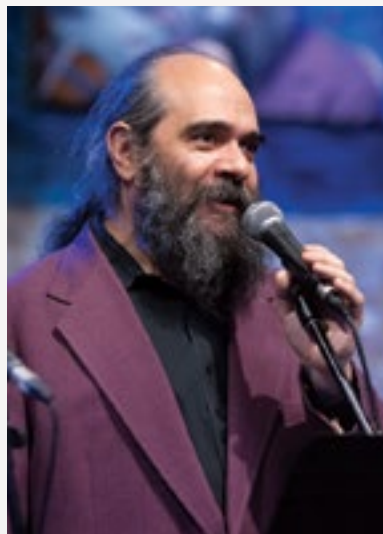
The New Zoomer Hall plays host to a variety of events and exclusive performances.

The New Radio Concert Hall Series is the premier profile-raising stop for classical artists and contemporary icons. Artists are interviewed and perform in front of an exclusive group of listeners.

In the past, we've been proud to host Heidi Melton, Lang Lang, Anne-Sophie Mutter & Mutter Virtuosi, Matt Dusk, Measha Brueggergosman *and more!*



HEIDI MELTON
performs at The New Zoomer Hall



PSOY KOROLENKO performs at Zoomer Hall



ZoomerSHOW
LIFESTYLE EXPO FOR THE 45+

The ZoomerShows are Canada's largest consumer lifestyle expos for men and women 45+. Attendees receive the latest trends and information on positive aging in categories such as Health & Wellness, Financial Planning, Fitness, and Technology & Travel. An efficient, effective face-to-face platform for targeting Zoomers across Canada.

“For over 10 years I have been talking with the listeners of Classical 96.3 FM. I find them to be not only avid music fans but to be fully engaged consumers and very interested in the quality clothing we sell. They appreciate service and understand value. They are very best of customers, a group of people you can build your business with. Thank you, Classical 96.3 FM, for being a partner in the growth of our business.”

Tom Mihalik
Owner / Operator
Tom's Place

“Over the years The New Classical FM sure has been a great investment for us. It is my experience that Classical listeners are well-informed and well-to do. And they tend to keep The New Classical FM turned on all day because the music is so carefully chosen and so thoughtfully presented. That means our WEALTHinsurance message is heard often, in a pleasant environment. So we don't have to spend as much as we would on other stations, where listeners come and go and listen for shorter periods of time.”

Mark Halpern,
WealthInsurance.com

“We at Cruise Holidays of Clarkson, located in Clarkson Village Mississauga, cherish our relationship with two of MZ Media's two radio stations – The New Classical (96.3) FM and Zoomers Radio AM740.

We have been on-air with MZ Media since 2007 and much of our success over the years is due to their adaptation and assimilation of our objectives, project by project, and their steadfast commitment to achieve desired results.

MZ Media's involvement with Clarkson is total; we operate side by side through the initiation of each project, through its on-air promotion where listeners learn of new and exciting travel experiences, at the pre-travel stage, where a Meet and Greet allows like-minded travelers to meet each other along with the host, on the voyage itself, and finally after the voyage where travelers meet, recall memorable events on tour, rekindle (Oftentimes) new friendships and share mementos of momentous occasions.

It is truly beneficial to deal with an organization which assimilates its client's objectives to the extent that they appear to be their own.”

Joe Rochemont
Cruise Holidays of Clarkson

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