



ZOOMER
The Original
Greatest Hits

POP | VINTAGE | SENTIMENTAL

ZOOMER RADIO has the largest broadcast footprint in North America, with its rare 50,000-watt clear channel frequency that reaches extensive parts of Ontario, Quebec and 28 American states. It is the only AM channel still playing music in Canada's largest market, presenting pop classics from the 50's, 60's, 70's and 80's plus adult standards played by today's top artists. On August 31st, 2015 AM740 also began broadcasting on 96.7FM. All AM radio listeners experience static due to streetcars and skyscrapers. 96.7FM will be easier to listen to.

UNIQUE TO THE STATION are live from the ZoomerHall performances, broadcast live-to-air from the stations lobby studio. Featured stars have included Lily Frost, Marc Jordan, Amy Sky, Bobby Curtola and David Krystal.

LIBBY ZNAIMER'S ZOOMER REPORTS, with health and lifestyle tips for living well, air four times daily. Weekends feature more than two dozen specialty programs on subjects ranging from gardening and finances to car care and conspiracy theories.

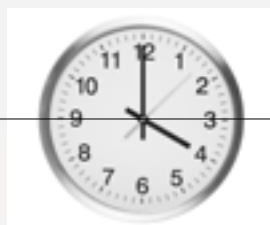
TORONTO'S BEST RADIO STATION!"

**DAVE BIDINI,
NATIONAL POST**



"In Zoomer Radio, I've created an old-fashioned full-service throwback. We offer 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 50's/60's and 70's. 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



WEEKLY REACH

420,000

**1.2
MILLION**

HOURS EVERY WEEK

NET WORTH*

\$988,000

AVERAGE
AGE

63



52 % FEMALE

48 % MALE

75% AGE 35-74

97% AGE 45+

54%

POST
SECONDARY
EDUCATED

25%

MORE LIKELY
TO DRIVE
DOMESTIC
VEHICLES

67%

HAVE
TAX FREE
SAVINGS
ACCOUNT

91%

MORE LIKELY
TO ATTEND A
CASINO IN THE
PAST 12 MONTHS

76%

HAVE FREQUENTED
CASUAL/FAMILY
DINING RESTAURANT
IN THE PAST MONTH

54% 

MORE LIKELY TO BE
MORTGAGE FREE
HOMEOWNERS



78%

HAVE SPENT
ON HOME
IMPROVEMENTS

61%

MORE LIKELY TO HAVE
MUTUAL FUNDS

35%

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



60%

MORE LIKELY TO BE
PRINCIPAL GROCERY
SHOPPERS

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

ZoomerRadio 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 and now also an FM Frequency
- The only station playing standards/oldies in Toronto
- Top quality talent
- Toronto Rock 'n' Roll Legend (Robbie Lane)
- Listeners with maturity and money to spend
 - Highest average saving & investments (\$243,000)
 - Highest Net Worth (\$988,000 - top three in the market)
- A large composition of Adults 45+ (97%)
- Daily listening sessions (Avg of 9.9 per day)
- Time Spent listening (avg. of 2.8 hours per week)

Source: Numeris, Net Worth, Spring 2020, Adults 18+,
Full coverage, 2019/20 Year to Date (August 28, 2019 to May 24, 2020)



CALL LETTERS

CFZM

FORMAT

Adult Standards

DIAL POSITIONS

740 AM/96.7 FM

**AVERAGE
MINUTE AUDIENCE**

8,300

Full Coverage

6,300

Toronto Central

DAILY CUME

158,000

Full Coverage

108,000

Toronto Central

**AVERAGE
WEEKLY CUME**

420,000

Full Coverage

272,000

Toronto Central

COVERAGE

Kingston to Windsor
Parry Sound to Pittsburgh

**NATIONAL &
INTERNATIONAL
COVERAGE**

AM740.ca

ZoomerRadio.ca

Rogers Digital 949

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

WHY TWO IS BETTER THAN ONE



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
Classical FM	\$223,000

TOP STATIONS IN TORONTO FOR AVERAGE NET WORTH

Zoomer Radio	\$988,000
Classical FM	\$995,000

Numeris, Spring 2019

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

AVERAGE AGE

Zoomer Radio	63
Classical FM	60

A45+ % COMP WEEKLY CUME	ADULTS 45-64	ADULTS 65+
Zoomer Radio	38%	62%
Classical FM	40%	60%

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,

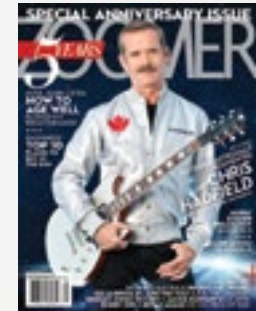


/ZoomerMedia



@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 Marc Jordan, Amy Sky, David Krystal, Lily Frost, Gordon Lightfoot *and more!*

DAVID KRYSTAL



ANDRIA SIMONE



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.

“ Working on a campaign with Zoomer was not only pleasant and easy, but it was a wonderful way to obtain great visibility for Virginia as a tourism destination. Zoomer over-delivered and we look forward to working with them again soon!”

Brigitte Belanger-Warner
Virginia Tourism

“ We’ve been working with Zoomer Radio since the fall of 2009! We stayed with Zoomer because of the value and fit with reaching our core customer demographic, and the quality of the people on air and behind the scenes, including the sales team that has treated us very fairly.”

Michael Bentley, President,
SierraSil Health Inc,

Makers of SierraSil Joint Formula14 and other quality natural products to relieve aches and pain for people and dogs.

“ It’s been an absolute pleasure in working with Zoomer Radio AM 740! They have a clear understanding and appreciation of both marketing and media, and are flexible in designing ads that have an immediacy and liveliness. Their team of experts make ideas come to life. Their campaigns have directly tied into our objectives and have produced the results we were looking for.”

The MacLennan Group Insurance

Vice President of Sales, Radio Division
Assistant General Manager, Radio

Grace Howley

g.howley@mzmedia.com

Program Director, Assistant General Manager, Radio

Paul Thomas

p.thomas@mzmedia.com

Vice President of Marketing & Promotion

Christopher Randall

c.randall@mzmedia.com

Target Broadcast Sales Inc.

Stephen Sienko, President

ssienko@targetbroadcast.com

General Inquiries

416.544.0740

Contest Phone Numbers

Local 416.360.0740

Toll-Free in Ontario 1.866.740.4740

Mailing Address

The New AM 740, 70 Jefferson Avenue,
Toronto, Ontario M6K 1Y4ç

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.

