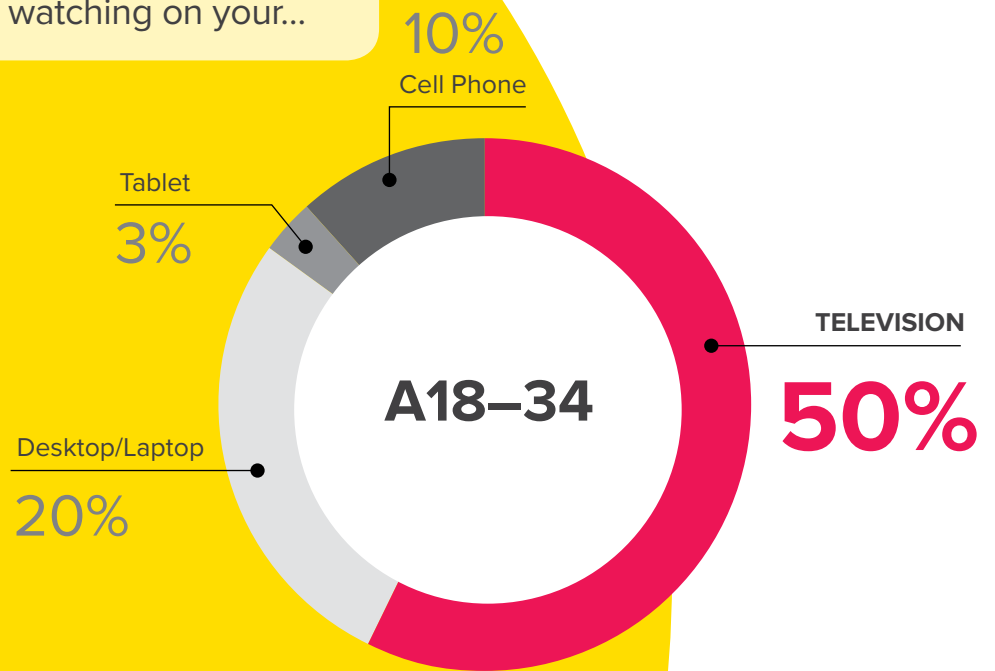
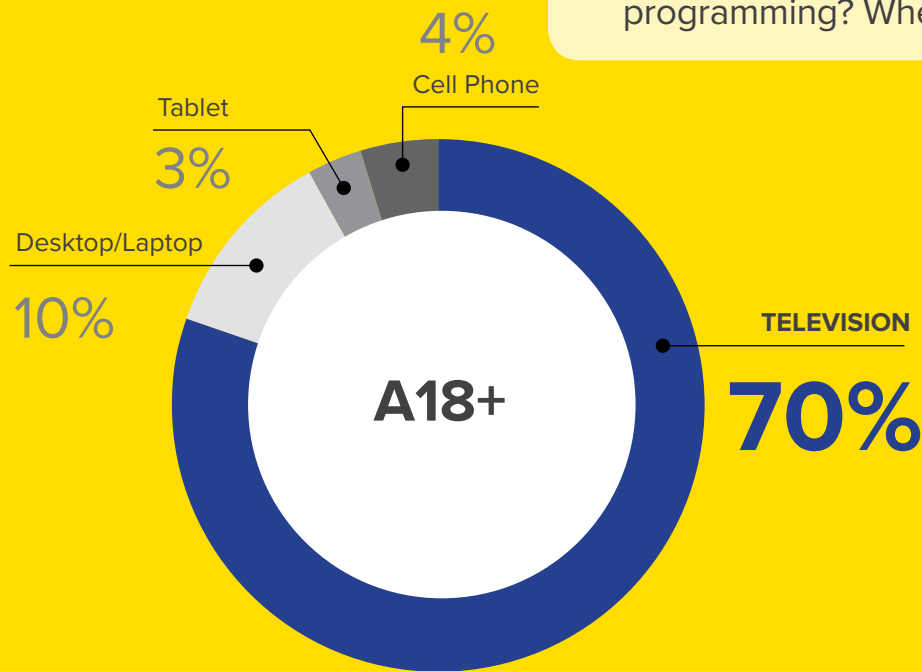


**VISIONTV
MEDIA KIT
2019–20**



MAJORITY OF **CANADIANS** PAY MOST ATTENTION TO ADS WHEN WATCHING ON TV

Q When do you pay most attention to advertising within television programming? When watching on your...



TV ADS DRIVE CONSUMER ACTION

Q To what extent do you trust the following forms of advertising? –
Trust completely + Trust somewhat.

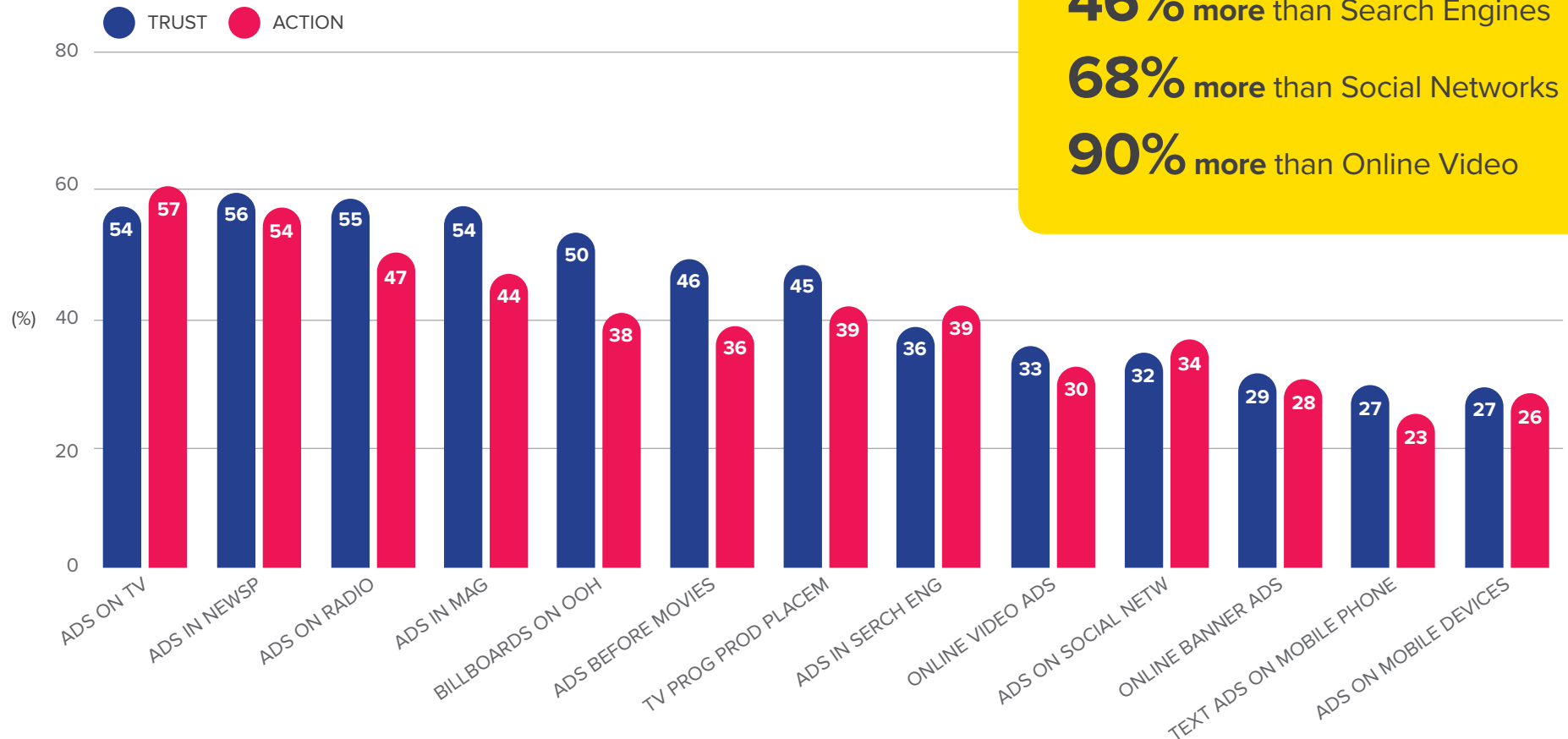
Q To what extent do you take action on the following forms of advertising? –
Always take action + Sometimes take action.

Not only are TV ads highly trusted,
TV Ads drive consumer action more
than any other medium.

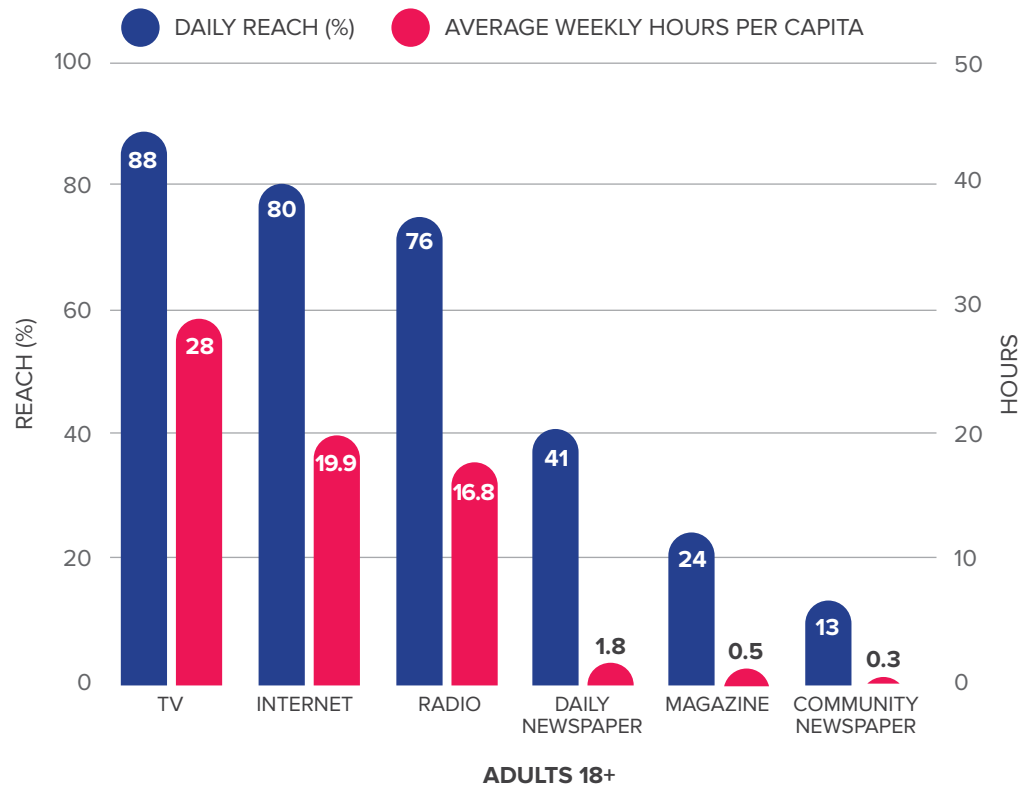
46% more than Search Engines

68% more than Social Networks

90% more than Online Video



TV IS **#1** MEDIUM FOR REACH & TIME SPENT



REACH


Television reaches 88% of the Canadian adult population on a daily basis.

TIME SPENT WATCHING TV

Exceeds all other media:

41% more than the Internet

67% more than Radio



**VisionTV is in 95% of
English Speaking Homes
in Canada that's over...**

**9 million households, reaching over
2.4 million viewers 2+ weekly.**

VisionTV is the voice for the Zoomer
Generation, and features two primary
programming streams: British Fare &
Nostalgic Favourites.

Source: Numeris Total Canada
August 27, 2018 – May 26, 2019.

A Loyal Viewing Audience

DID YOU KNOW...

Women 25–54
spend an average of

45

minutes per day with
VisionTV?

Adults 25–54 spend
an average of

41

minutes per day watching
**VisionTV's Entertainment
Block?** That's more than...
Discovery, Food Network,
History, CMT and Dtour

Women 35+ spend
an average of

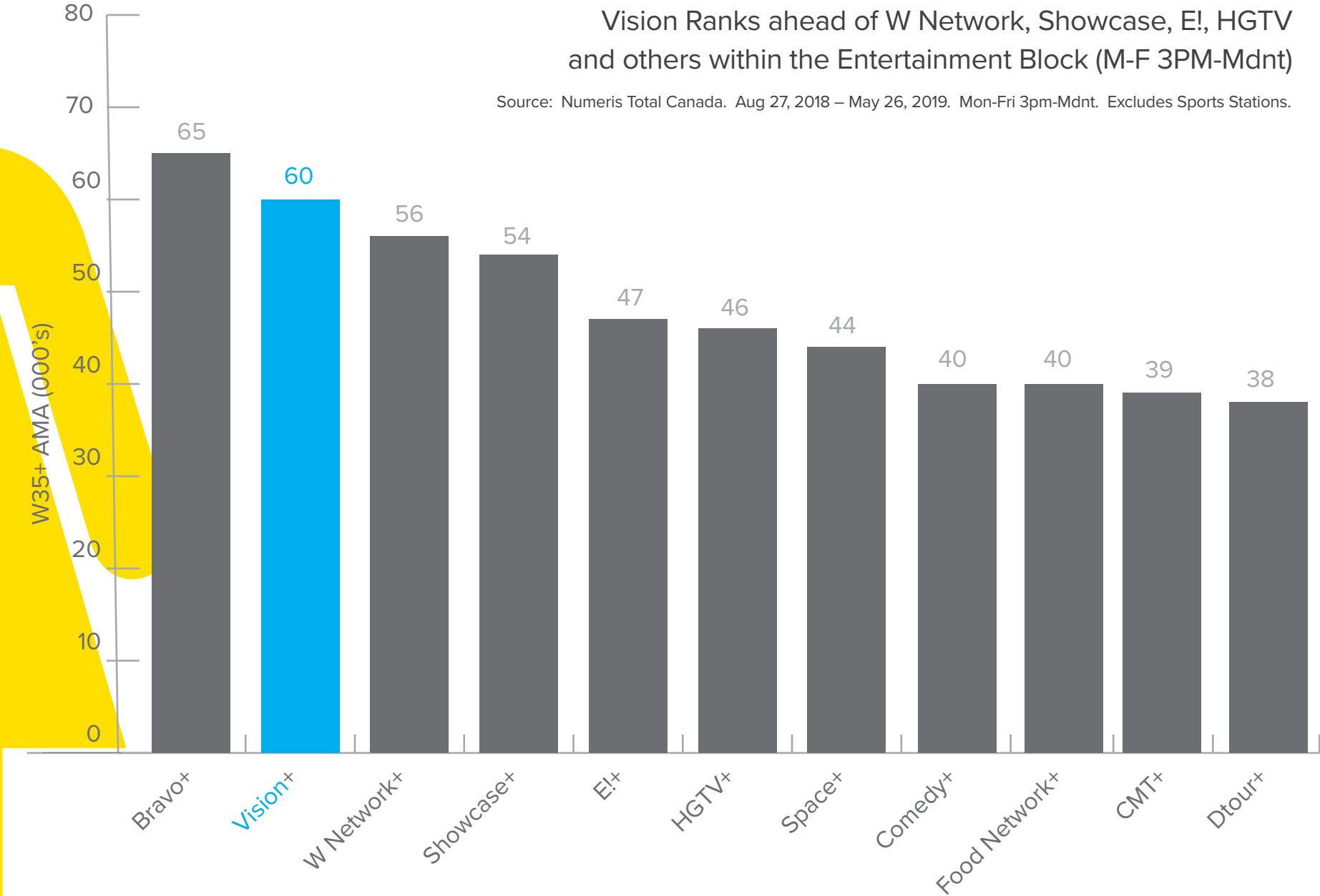
60

minutes per day
watching **Vision TV!**
Vision the #2 Specialty
station for Daily Minute
Viewership behind Bravo
(65 mins) and ahead of W
Network (56 mins).

VisionTV: A Top Specialty Station for Women 35+

Vision Ranks ahead of W Network, Showcase, E!, HGTV and others within the Entertainment Block (M-F 3PM-Mdnt)

Source: Numeris Total Canada. Aug 27, 2018 – May 26, 2019. Mon-Fri 3pm-Mdnt. Excludes Sports Stations.



BRITISH FARE

VisionTV is the exclusive National Canadian Broadcaster for numerous top British series...



AT HER MAJESTY'S SERVICE



CALL THE MIDWIFE



VICTORIA (Season 2)



DOC MARTIN

NOSTALGIC FAVOURITES



ANNE OF GREEN GABLES



HIGHWAY TO HEAVEN



MURDER, SHE WROTE

A black and white photograph of four people of South Asian descent standing together and smiling. From left to right: an older man with a mustache, a woman with glasses, a man wearing a turban, and a younger woman. They are all dressed in casual to semi-formal attire.

SOUTH ASIAN **PROGRAMMING**

Tap into Canada's largest ethnic consumer group

164,000 Viewers tune into Vision TV's South Asian Programming Block each week

1.9 Million Different Viewers tuned into South Asian Programming

Source: Numeris Total Canada Aug 27, 2018 - May 26, 2019. Reach Qualifier 1 Minute: Persons 2+. Sat 8am-6pm, 8pm-2am.



ZNews: Lifestyle Coverage for Zoomers

ZNews Videographer **Darrin Maharaj** brings you lifestyle coverage for Canada's 45+ Zoomers interested in health, finance, entertainment, sex and issues that affect you and your family.

ZNews airs regularly throughout the full VisionTV schedule - optimizing Zoomer reach and frequency.

VisionTV Delivers over 60 Hours of Weekday Entertainment Programming

ET	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	PT
2:00	Heartland				theZoomer	11:00
2:30						11:30
3:00	Highway to Heaven					12:00
3:30						12:30
4:00	Little House on the Prairie					1:00
4:30						1:30
5:00	The Waltons					2:00
5:30						2:30
6:00	Murdoch Mysteries / Heartland					3:00
6:30						3:30
7:00	Murder, She Wrote					4:00
7:30						4:30
8:00	Hetty Wainthropp Investigates	Doc Martin	Rosemary & Thyme/ Agatha Raisin	Columbo/Vera (Agatha Raisin Movies)	Last of the Summer Wine	5:00
8:30			Your All Time Classic Hit Parade		5:30	
9:00	CDN Documentaries	Lost Letter Mysteries/ Aurora Teagarden Mysteries/ Gourmet Detective Mysteries	Poldark/Miss Marple		Gaither Gospel Hour	6:00
9:30						6:30
10:00	theZoomer		Victoria/Miss Marple	Mum/Ab Fab	Sing-a-long Fridays	7:00
10:30				Boomers		7:30
11:00	Murdoch Mysteries/Sue Thomas F.B. Eye/Bomb Girls					8:00
11:30						8:30
12:00	Late Great Movie		Late Great Movie	Late Great Movie	East Enders	9:00
12:30						9:30
1:00			It's Supernatural with Sid Roth (BONUS)	Paid Programming	10:00	
1:30					10:30	
2:00						11:00

VISION TV VIEWERS ARE RECEPTIVE TO **ADVERTISING**

After watching an Ad on TV, Vision TV Viewers are more likely than the average A25-54 population to:

- Search online for product/brand or service (Index 136)
- Purchase a product/brand or service (Index 219)
- Use a Coupon (Index 266)
- Visit a retail/restaurant location (Index 139)
- Attend a movie/theatre/show (Index 161)
- Comment on a product/brand or service on Social Media (Index 163)
- Recommend the advertised product/brand or service (Index 212)

VISIONTV VIEWERS & FINANCE

Viewers who watch VisionTV frequently are more likely than the general Adult 25 to 54 population to...

HAVE DONATED TO AN
INTERNATIONAL CHARITY
IN THE PAST 12 MONTHS

Index 155



HAVE DONATED TO
CANADIAN CHARITIES
IN THE PAST 12 MONTHS

Index 126



HAVE TOTAL
INVESTMENTS / SAVINGS
BETWEEN \$100k–\$250k

Index 126

DONATED \$500+ TO
CANADIAN CHARITY
IN PAST 12 MONTHS

Index 126

Source: Vividata Spring 2019 Study. Adults 25-54.



VISIONTV VIEWERS & **AUTOMOTIVE**

Viewers who watch VisionTV frequently are more likely than the general population to...

ROADSIDE
ASSISTANCE
MEMBERSHIP IN HH

Index 110

AGREE – KEEP UP ON
LATEST ADVANCES ON
AUTOMOTIVE TECHNOLOGY

Index 110

MOST RECENTLY
PURCHASED A
EUROPEAN VEHICLE

Index 114

CURRENTLY OWN A
EUROPEAN VEHICLE
IN HH

Index 116

Source: Vividata Spring 2019 Study.
Adults 25–54.



VISIONTV VIEWERS & BIG-BOX STORES

Viewers who watch VisionTV frequently are more likely than the general population to...

HUDSON'S BAY

Index 110

Loblaws REAL CANADIAN **Superstore**

Index 124

SHOPPERS
DRUG MART

PHARMAPRIX

Index 127

Source: Vividata Spring 2019 Study. Adults 25–54.

VISIONTV VIEWERS & **SNACK FOODS**

Viewers who watch VisionTV frequently are more likely than the general Adult 25-54 population to...

EAT REGULAR
POTATO CHIPS
MOST OFTEN

Index 112

ATE 5+ PACKAGES
OF POTATO CHIPS IN
THE PAST 30 DAYS

Index 114



HAVE EATEN 3+
CHOCOLATE / CANDY
BARS IN THE PAST 7 DAYS

Index 150

SELECT REGULAR SIZE
CHOCOLATE / CANDY
BARS MOST OFTEN

Index 115



HAVE HAD 3–4 PACKAGES / BOWLS
OF TORTILLA CHIPS / CHEESE
SNACKS IN THE PAST 30 DAYS

Index 115

HAVE HAD 3–5 PACKAGES
OF HARD CANDY / MINTS
IN THE PAST 7 DAYS

Index 268



HAVE READY TO EAT 1–2
PACKAGES OF COOKIES
IN THE PAST 30 DAYS

Index 113

Source: Vividata Spring 2019 Study. Adults 25–54.

VISIONTV VIEWERS & CEREALS

Viewers who watch VisionTV frequently are more likely than the general population to...

HAD ROLLED OATS / 1–2
PORTIONS OF HOT CEREAL
IN THE PAST 7 DAYS

Index 106

HAVE USED 1-4 SINGLE SERVE
COLD CEREAL PACKETS IN
THE PAST 7 DAYS

Index 113

ATE 1–4 COLD
CEREALS IN THE
PAST 7 DAYS

Index 113

HH ATE 5-9 YOGURT
CONTAINERS IN
THE PAST 7 DAYS

Index 119



Source: Vividata Spring 2019 Study. Adults 25–54.

VISIONTV VIEWERS & DAIRY

Viewers who watch VisionTV frequently are more likely than the general Adult 25-54 population to...



HH USED 2–3
POUNDS OF BUTTER
IN THE PAST 30 DAYS

Index 135

HH DRANK 4–9
LITRES OF MILK IN
THE PAST 7 DAYS

Index 106

HAD 1–2 KGs OF
PROCESSED CHEESE
IN THE PAST 30 DAYS

Index 125

HH USED 3–4 DOZEN
EGG CARTONS IN
THE PAST 30 DAYS

Index 142



Source: Vividata Spring 2018 Study. Adults 25–54.

VISIONTV VIEWERS & COFFEE/TEA

Viewers who watch VisionTV frequently are more likely than the general population to...

DRANK REGULAR
TEA IN THE PAST
7 DAYS

Index 137

DRANK GREEN
TEA IN THE PAST
7 DAYS

Index 108

DRANK 3+ GLASSES OF
ICED TEA/KOMBUCHA
IN THE PAST 7 DAYS

Index 182

DRANK BREWED
COFFEE IN THE
PAST 7 DAYS

Index 105

DRANK 3–5 CUPS
OF COFFEE IN
THE PAST 7 DAYS

Index 148



Source: Vividata Spring 2019 Study. Adults 25–54.

VISIONTV VIEWERS & DINING

Viewers who watch VisionTV frequently are more likely than the general population to...

HAVE EATEN 3–4 TIMES AT FAMILY/
CASUAL DINING RESTAURANT IN
THE PAST 30 DAYS

Index 128

HAVE EATEN 3–4 TIMES
AT COFFEE / DOUGHNUT
STORE IN THE PAST 30 DAYS

Index 124

HAVE USED THE DRIVE
THRU 3–4 TIMES IN THE
PAST 30 DAYS

Index 148

Source: Vividata Spring 2019 Study. Adults 25–54.



VISIONTV WOMEN VIEWERS 25-54 & BEAUTY PRODUCTS

Viewers who watch VisionTV frequently are more likely than the general Women 25-54 population to...



USE HAND & BODY CREAM / LOTION 15+ TIMES IN THE PAST 7 DAYS

Index 178

USE FACIAL CLEANSERS 10–14 TIMES IN THE PAST 7 DAYS

Index 124



USE LIPSTICK / LIPLINER / LIPGLOSS 6–9 TIMES IN THE PAST 7 DAYS

Index 217

USE HAIR COLOURING PRODUCTS 5+ TIMES IN THE PAST 6 MONTHS

Index 218



USE FACIAL MOISTURIZERS 8–9 TIMES IN THE PAST 7 DAYS

Index 152

BOUGHT FACE AND BODY SKIN CARE IN THE PAST 30 DAYS

Index 125

BUY MAKE-UP / COSMETICS IN THE PAST 30 DAYS

Index 115



VISIONTV VIEWERS & **SANITARY TISSUE**

Viewers who watch VisionTV frequently are more likely than the general Adult 25-54 population to...

HH USED USE 3+ ROLLS
OF PAPER TOWEL IN
THE PAST 30 DAYS

Index 277

USED 10+ ROLLS OF
TOILET PAPER PER HH
IN THE PAST 30 DAYS

Index 241

HH USED DOUBLE
SIZE MOST OFTEN

Index 230

USED 3–4 BOXES OF
FACIAL TISSUES IN
THE PAST 30 DAYS

Index 243

Source: Vividata Spring 2019 Study.
Adults 25–54.



VISIONTV VIEWERS & LEISURE ACTIVITIES

Viewers who watch VisionTV frequently are more likely than the general Adult 25-54 population to...

BAKE FROM SCRATCH
3–9 TIMES IN THE
PAST 12 MONTHS

Index 158



PARTICIPATE IN SEWING
/ KNITTING 3–9 TIMES IN
THE PAST 12 MONTHS

Index 135

GO TO THE MOVIE
THEATRES 2–3 TIMES
IN THE PAST 3 MONTHS

Index 319



ATTEND A LIVE
THEATRE 1–2 TIMES IN
THE PAST 12 MONTHS

Index 132

PERSONALLY DO
VOLUNTEER WORK IN
THE PAST 2 YEARS

Index 121

PARTICIPATE IN
PHOTOGRAPHY 1–2 TIMES
IN THE PAST 12 MONTHS

Index 113



Source: Vividata Spring 2019 Study. Adults 25–54.

VISIONTV VIEWERS & VITAMINS, MINERALS & HERBAL SUPPLEMENTS

Viewers who watch VisionTV frequently are more likely than the general Adult 25-54 population to...

USE VITAMINS,
MINERALS, AND HERBAL
SUPPLEMENTS DAILY

Index 113



USE MULTI-
VITAMINS
DAILY

Index 132

PERSONALLY USED
MULTI-VITAMINS IN
THE PAST 30 DAYS

Index 116

USED MULTI-
VITAMIN TABLET
FORM MOST OFTEN

Index 119



Source: Vividata Spring 2019 Study. Adults 25–54.

VISIONTV VIEWERS & OTC PRODUCTS

Viewers who watch VisionTV frequently are more likely than the general Adult 25-54 population to...



USE PAIN RELIEVERS FOR
MUSCLE / BODY PAIN 6+
TIMES IN THE PAST 30 DAYS

Index 208

USE PAIN RELIEVERS FOR
ARTHRITIS / RHEUMATISM 6+
TIMES IN THE LAST 30 DAYS

Index 172

USE PAIN RELIEVERS FOR
HEADACHES 6+ TIMES IN
THE PAST 30 DAYS

Index 163

USE PAIN RELIEVERS FOR
BACK PAIN 6+ TIMES IN THE
PAST 30 DAYS

Index 171

USE NON-PRESCRIPTION
PRODUCTS TO PREVENT
HEART ATTACK / STROKE

Index 126

Source: Vividata Spring 2019 Study. Adults 25–54.w

LEVERAGE THE FULL POWER OF



ZOOMERMEDIA
READ • WATCH • LISTEN • LOG ON

TELEVISION



RADIO



TORONTO/GTA



COBOURG



GEORGIAN TRIANGLE



KINGSTON TO WINDSOR
PARRY SOUND TO PITTSBURGH
96.7FM (DOWNTON TORONTO ONLY)

PRINT



DIGITAL



REST OF NETWORK INCLUDES:
ZoomerSingles.com / VisionTV.ca / ONETV.ca /
Joytv.ca / HopeTelevision.ca / Classicalfm.ca /
ZoomerRadio.ca / ZoomerShow.ca /
ZoomerLifeConference.ca / ideacityOnline.com /
ZoomerMedia.ca

EVENTS



TORONTO / VANCOUVER / OTTAWA



MOSES ZNAIMER'S
CONFERENCE



ZOOMERMEDIA TELEVISION DIVISION

ZoomerMedia Television

64 Jefferson Ave
Toronto, Ontario, M6K 1Y4
(416) 368-3194

Vice President, Sales
Dan Hamilton

AIRTIME TELEVISION SALES INC.

Airtime Television Sales Inc.

890 Yonge Street
Suite 400
Toronto, Ontario
M4W 3P4
(416) 923-7177

National Sales Executives:

**Mark Burko, John Aonso, Mike Gibson,
Kevin Haggith, Ty Trainor**

Rogers 60 + 237 | BellTV 261 | Shaw Direct 394

or check your local listings | visiontv.ca  



perception



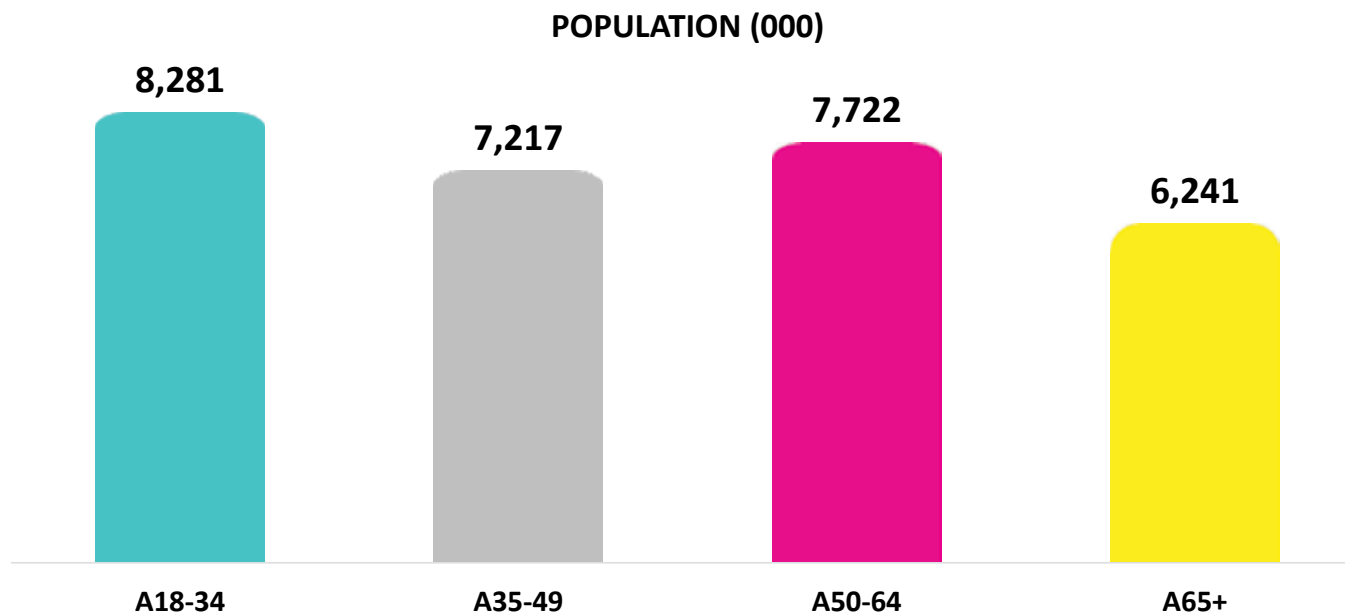
VS

reality



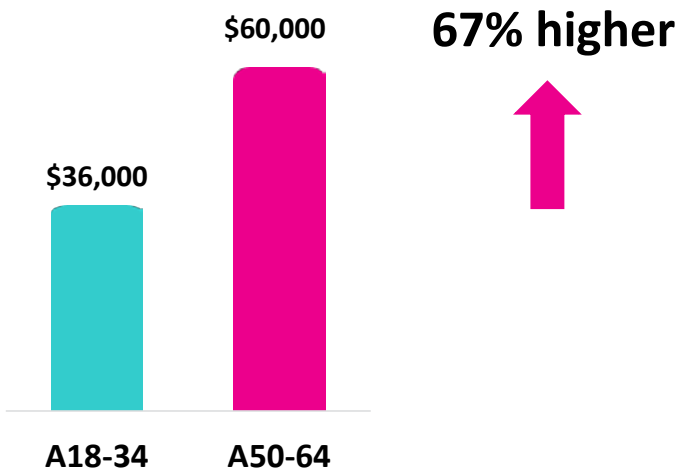
millennials are many ...

millennials have surpassed boomers as the largest demographic group

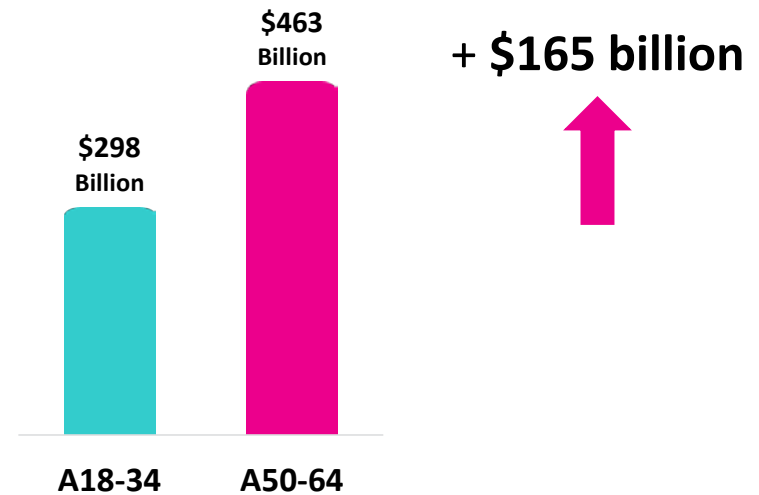


... **but** they can't compete with **boomers' billions**

AVERAGE PERSONAL YEARLY INCOME



YEARLY INCOME



millennials & boomers by the numbers

MILLENNIALS

A18-34

53% work full-time
25% work part-time

\$298 billion in personal income annually

investments/savings* \$265 billion

28% own their home

BOOMERS

A50-64

58% work full-time
12% work part-time

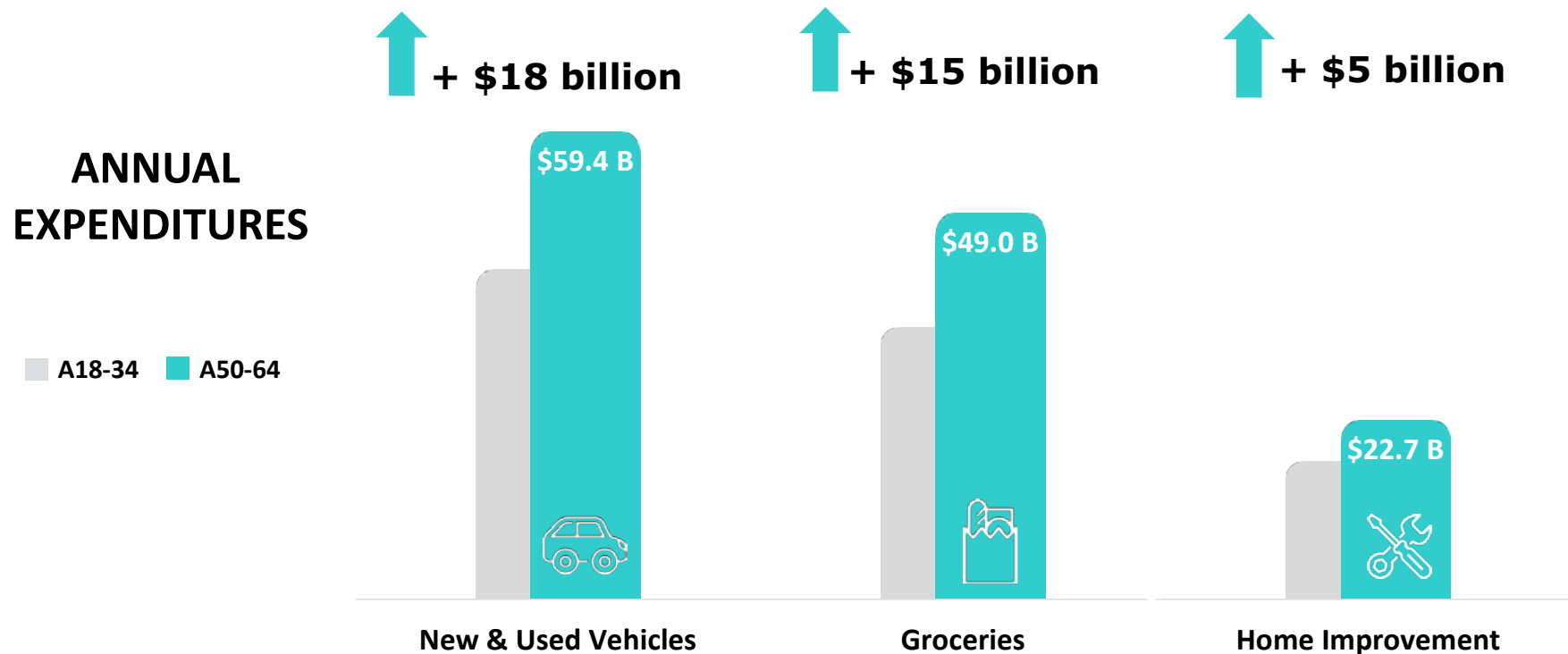
\$463 billion in personal income annually

investments/savings* \$1.4 trillion

82% own their home

hungry? boomers spend **\$15 billion** more on groceries alone

boomers spend more than millennials across numerous categories



boomers are on the move

spending \$3 billion more in travel

ANNUAL EXPENDITURES

■ A18-34 ■ A50-64

