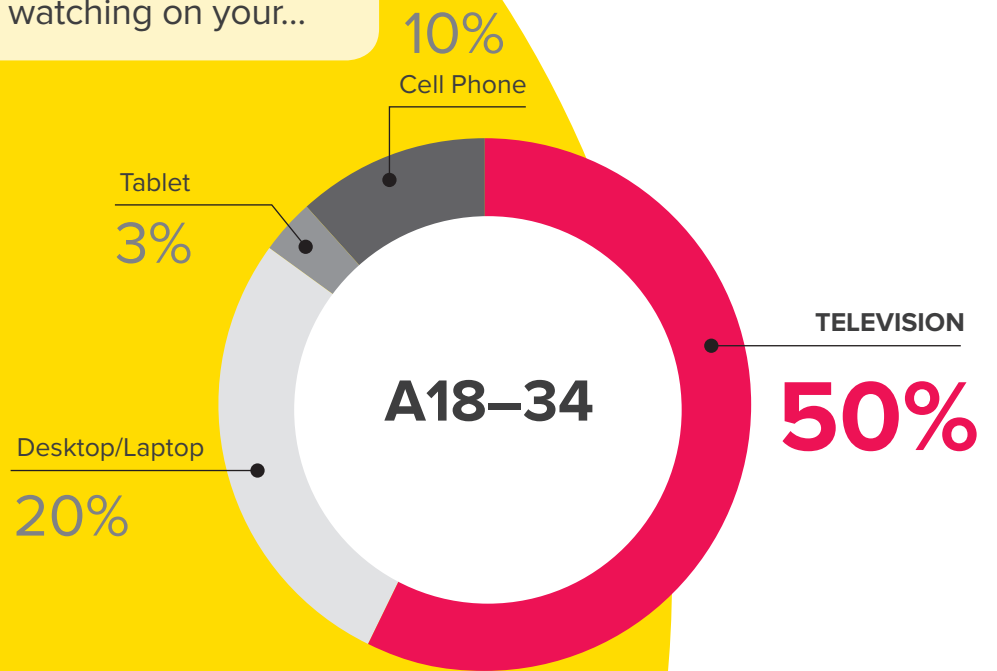
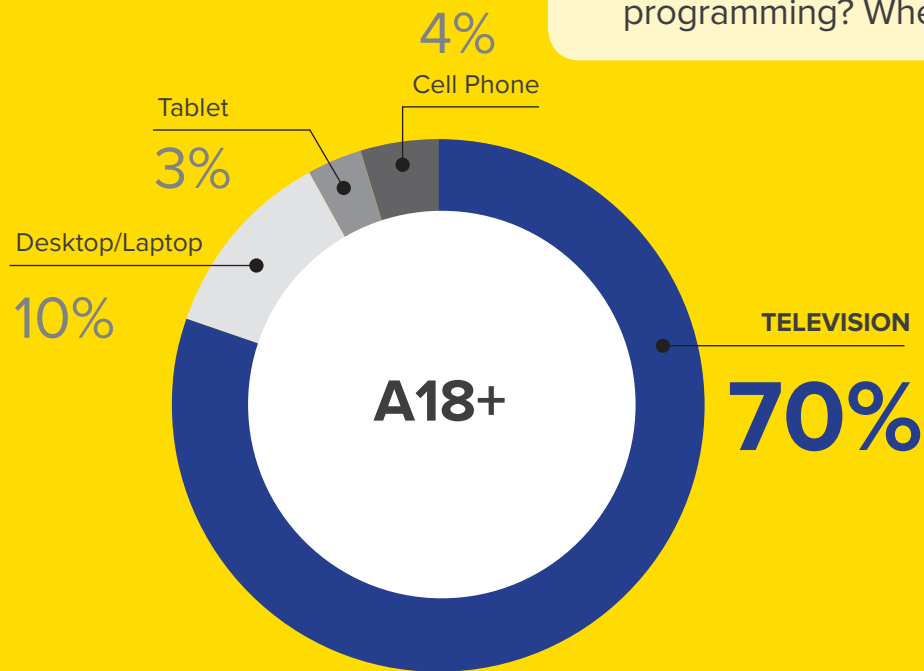


**VISIONTV
MEDIA KIT
2018–19**



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.

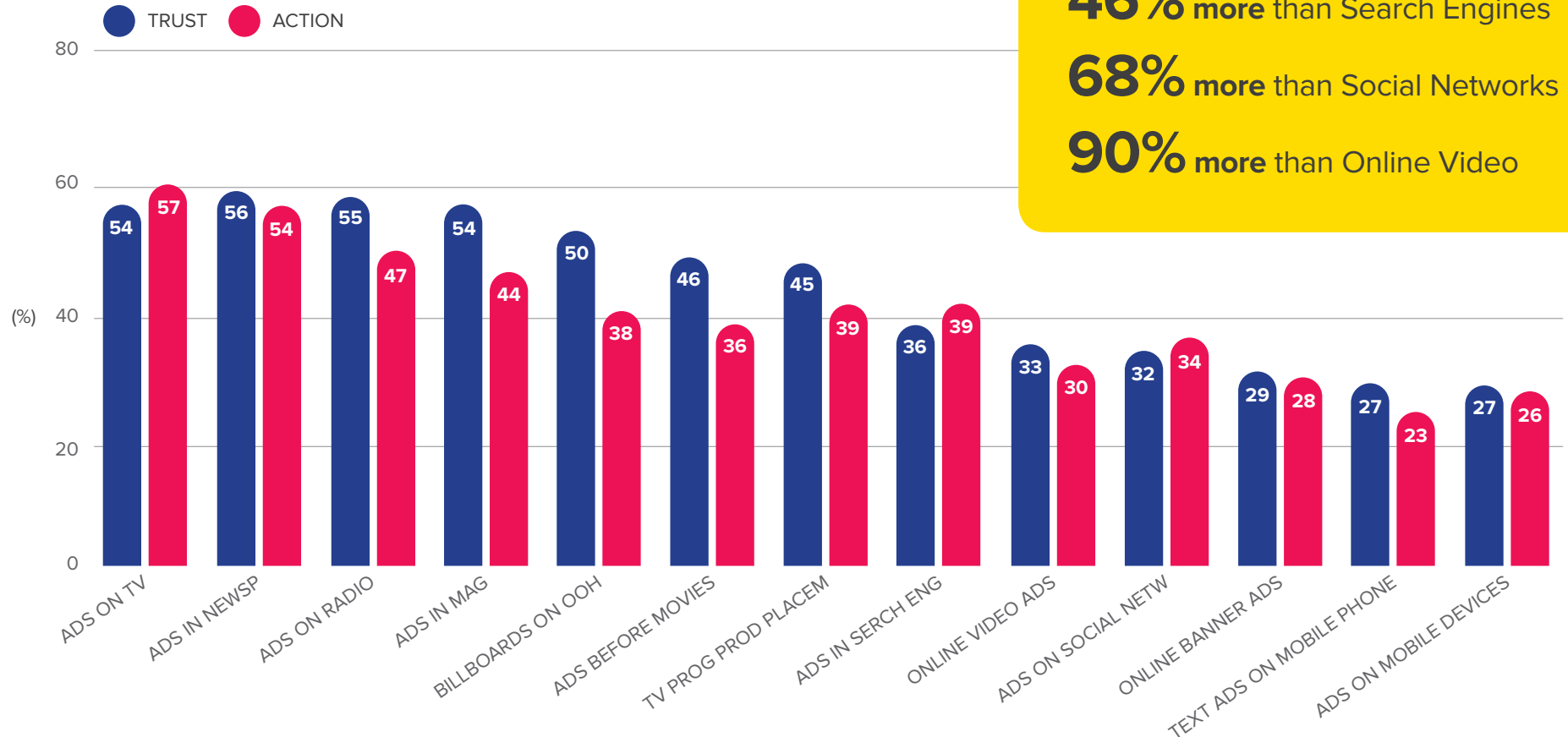
Q To what extent do you take action on the following forms of advertising? –
Always take action + Sometimes take action.

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

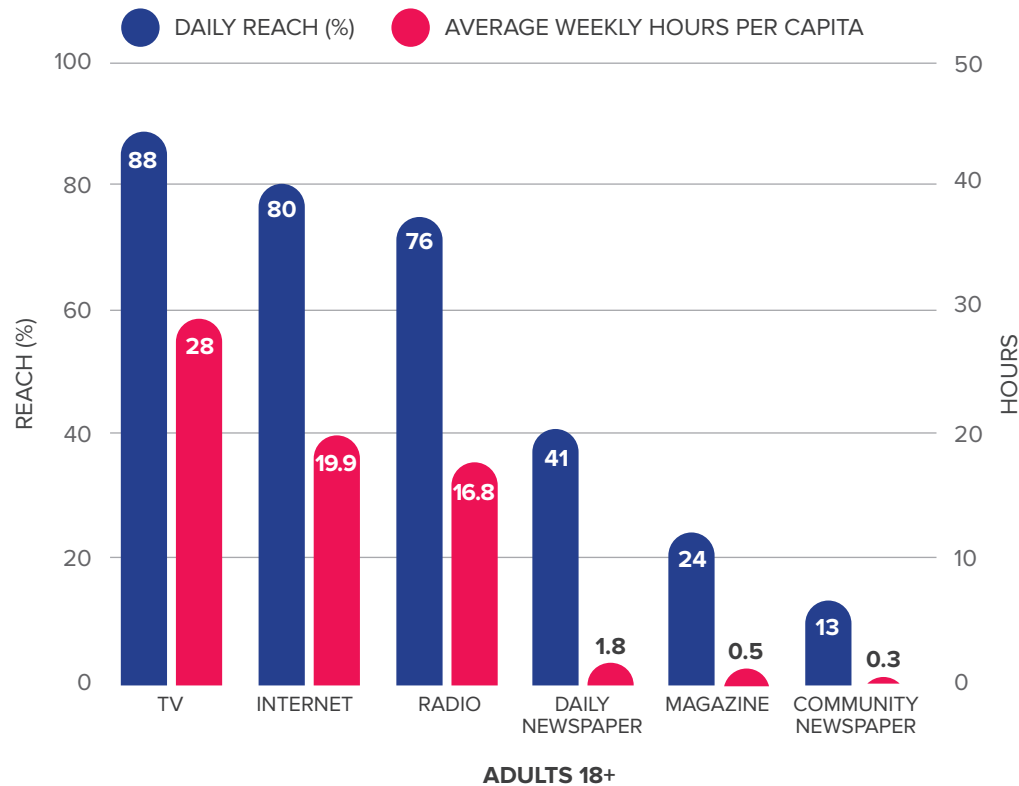
46% more than Search Engines

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

Sources: Television: Numeris, PPM, Total Canada, Consolidated, All Locations, Full Week (Mo–Su 2a–2a), Weeks 19–39 (Jan 4–May 29, 2016). Internet Daily Reach, Radio, Daily Newspaper, Magazine, Community Newspaper: Numeris RTS Canada Spring 2016. Internet Weekly Hours: comScore Media Metrix; Multi-Platform; Jan–April 2016.* NOTE: Numeris population estimates used to calculate average weekly hours per capita.

A small Canadian flag is pinned to a map of Canada. The map shows the outlines of the provinces and territories, with labels for Alberta, Saskatchewan, Manitoba, and Ontario. The flag is positioned over the northern part of the country, near the Great Slave Lake.

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

**9 million households, reaching over
2.3 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 28, 2017 – April 29, 2018.

A Loyal Viewing Audience

DID YOU KNOW...

Women 25–54
spend an average of

42

minutes per day with
VisionTV?

Adults 25–54 spend
an average of

39

minutes per day watching
**VisionTV's Entertainment
Block?** That's more than...
SLICE, Food Network,
and HGTV

Women 35+ spend
an average of

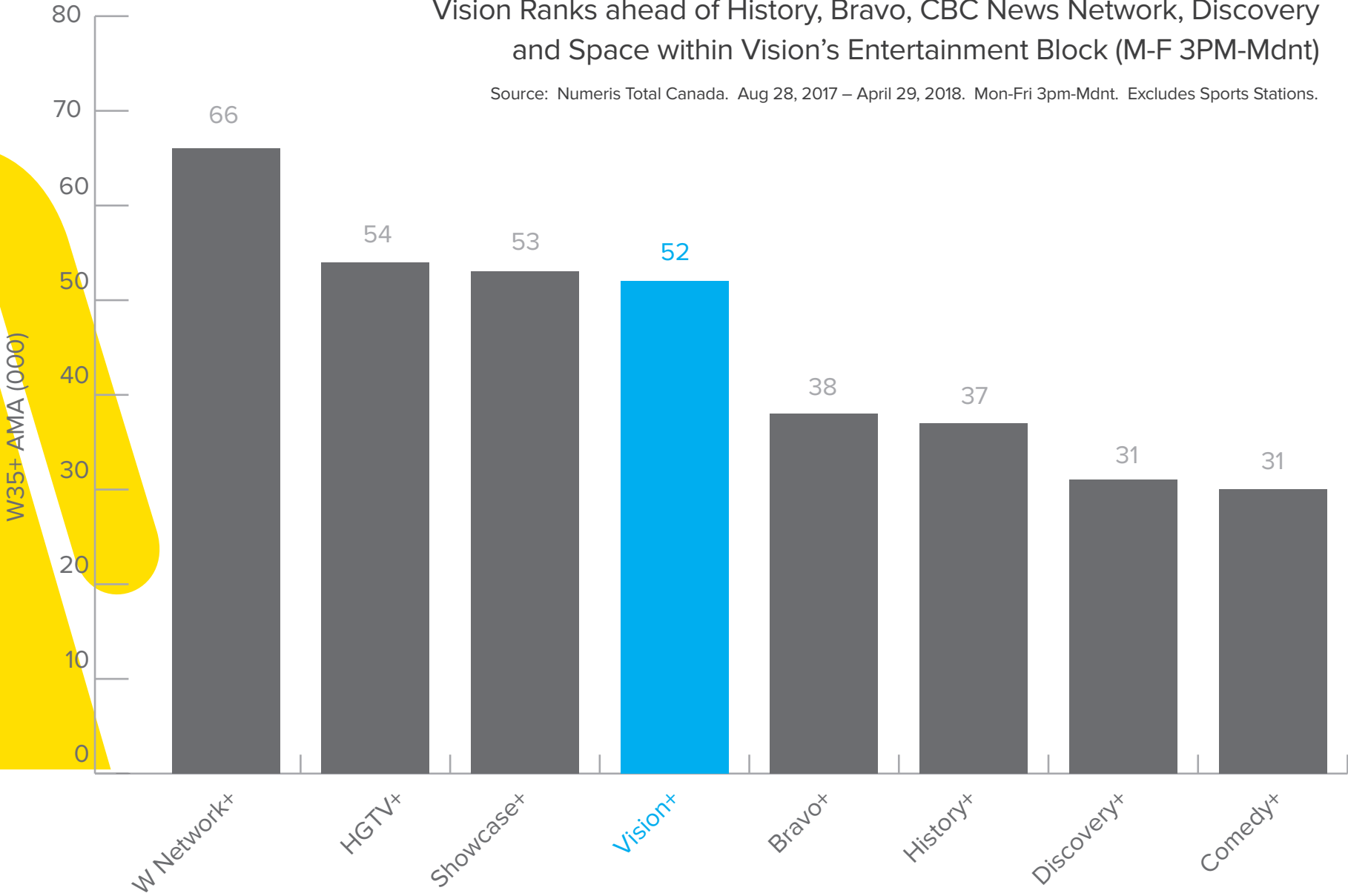
57

minutes per day
watching **Vision TV!**
Vision the #1 Specialty
station for Daily Minute
Viewership tied with Bravo.

VisionTV: A Top Specialty Station for Women 35+

Vision Ranks ahead of History, Bravo, CBC News Network, Discovery and Space within Vision’s Entertainment Block (M-F 3PM-Mdnt)

Source: Numeris Total Canada. Aug 28, 2017 – April 29, 2018. 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



SOUTH ASIAN **PROGRAMMING**

Tap into Canada's largest ethnic consumer group

161,000 Viewers tune into Vision TV's South Asian Programming Block each week

1.7 Million Different Viewers tuned into South Asian Programming

Source: Numeris Total Canada Aug 28, 2017 - May 27, 2018. Reach Qualifier 1 Minute: Persons 2+. Sat 8am-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	Anne of Green Gables / Wind At My Back / Road To Avonlea / Mysterious Ways				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	Hidden Villages / Going Back	Doc Martin	Monarch of the Glen	Keeping Up Appearances	Last of the Summer Wine	5:00
8:30				Boomers	All Time Hit Parade	5:30
9:00	CDN Documentary (premiere)	Great Movies	Victoria Season 2	Great Movies (Foreign)	Gaither Gospel Hour	6:00
9:30						6:30
10:00	theZoomer		Poldark		Sing-a-long Fridays	7:00
10:30						7:30
11:00	1-800-Missing / Messages From Spirit				theZoomer	8:00
11:30						8:30
12:00	Late Great Movie		Late Great Movie	East Enders		9:00
12:30						9:30
1:00						10:00
1:30						10:30
2:00			Paid Programming			11:00

VISIONTV VIEWERS & FINANCE

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

HAVE DONATED TO AN
INTERNATIONAL CHARITY
IN THE PAST 12 MONTHS

Index 178



HAVE DONATED TO
CANADIAN CHARITIES
IN THE PAST 12 MONTHS

Index 116



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

Index 144

HAVE NO MORTGAGE
& OWN HOME

Index 107

Source: Vividata Summer 2018 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 112

MOST RECENTLY
ACQUIRED A
JAPANESE VEHICLE

Index 115

MOST RECENTLY
PURCHASED A
EUROPEAN VEHICLE

Index 125

CURRENTLY OWN A
EUROPEAN VEHICLE
IN HH

Index 116

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



VISIONTV VIEWERS & **BIG-BOX STORES**

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



Index 106



Index 107



Index 106

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

VISIONTV VIEWERS & **SNACK FOODS**

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

EAT REGULAR
POTATO CHIPS
MOST OFTEN

Index 139



HAVE EATEN 1–2
CHOCOLATE / CANDY
BARS IN THE PAST 7 DAYS

Index 138

SELECT TREAT SIZE MINI
CHOCOLATE / CANDY
BARS MOST OFTEN

Index 113



HAVE HAD 1–2 PACKAGES
/ BOWLS OF POPCORN IN
THE PAST 30 DAYS

Index 114

HAVE HAD 1–2 PACKAGES
OF HARD CANDY / MINTS
IN THE PAST 7 DAYS

Index 120



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

Index 112

Source: Vividata Summer 2018 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 118

HAVE USED SINGLE SERVE
HOT CEREAL PACKETS IN
THE PAST 6 MONTHS

Index 110

ATE 1–4 COLD
CEREALS IN THE
PAST 7 DAYS

Index 116

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



VISIONTV VIEWERS & DAIRY

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



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

Index 139

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

Index 125

DRANK 1–3
LITRES OF MILK IN
THE PAST 7 DAYS

Index 108



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

VISIONTV VIEWERS & COFFEE/TEA

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

DRANK 6–9
CUPS OF TEA IN
THE PAST 7 DAYS

Index 139

DRANK INSTANT
COFFEE IN THE
PAST 7 DAYS

Index 135

DRANK 6–14 CUPS
OF COFFEE IN
THE PAST 7 DAYS

Index 112

DRANK HERBAL
TEA IN THE PAST
7 DAYS

Index 157



Source: Vividata Summer 2018 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
RESTAURANTS / BARS / FAST
FOOD IN THE PAST 30 DAYS

Index 121

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

Index 106

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

Index 136

Source: Vividata Summer 2018 Study



VISIONTV VIEWERS & BEAUTY PRODUCTS

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



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

Index 320

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

Index 213



USE LIPSTICK / LIPLINER
/ LIPGLOSS 69 TIMES IN
THE PAST 7 DAYS

Index 151

USE HAIR COLOURING
PRODUCTS 1–2 TIMES
IN THE PAST 6 MONTHS

Index 110

BUY MAKE-UP /
COSMETICS IN
THE PAST 30 DAYS

Index 105



USE FACIAL
MOISTURIZERS
6–7 TIMES IN
THE PAST 7 DAYS

Index 105



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

VISIONTV VIEWERS & **SANITARY TISSUE**

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

USE 1 ROLL OF PAPER
TOWEL PER HH IN
THE PAST 30 DAYS

Index 136

USE 5–9 ROLLS OF
TOILET PAPER PER HH
IN THE PAST 30 DAYS

Index 125

USE 1–2 BOX OF
FACIAL TISSUES IN
THE PAST 30 DAYS

Index 110

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



VISIONTV VIEWERS & LEISURE ACTIVITIES

Viewers who watch VisionTV frequently are more likely than the general 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 131

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

Index 110



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

Index 107

PERSONALLY DO
VOLUNTEER WORK IN
THE PAST 12 MONTHS

Index 119



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

VISIONTV VIEWERS & VITAMINS, MINERALS & HERBAL SUPPLEMENTS

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

USE VITAMINS,
MINERALS, AND HERBAL
SUPPLEMENTS DAILY

Index 123



USE MULTI-
VITAMINS
DAILY

Index 114

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



VISIONTV VIEWERS & OTC PRODUCTS

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



USE PAIN RELIEVERS FOR
MUSCLE / BODY PAIN 6–9
TIMES IN THE PAST 30 DAYS

Index 186

USE PAIN RELIEVERS FOR
ARTHRITIS / RHEUMATISM 15+
TIMES IN THE LAST 30 DAYS

Index 171

USE PAIN RELIEVERS FOR
HEADACHES 6–9 TIMES IN
THE PAST 30 DAYS

Index 112

USE PAIN RELIEVERS FOR
BACK PAIN 15+ TIMES IN THE
PAST 30 DAYS

Index 142

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

LEVERAGE THE FULL POWER OF

ZoomerMedia LIMITED

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



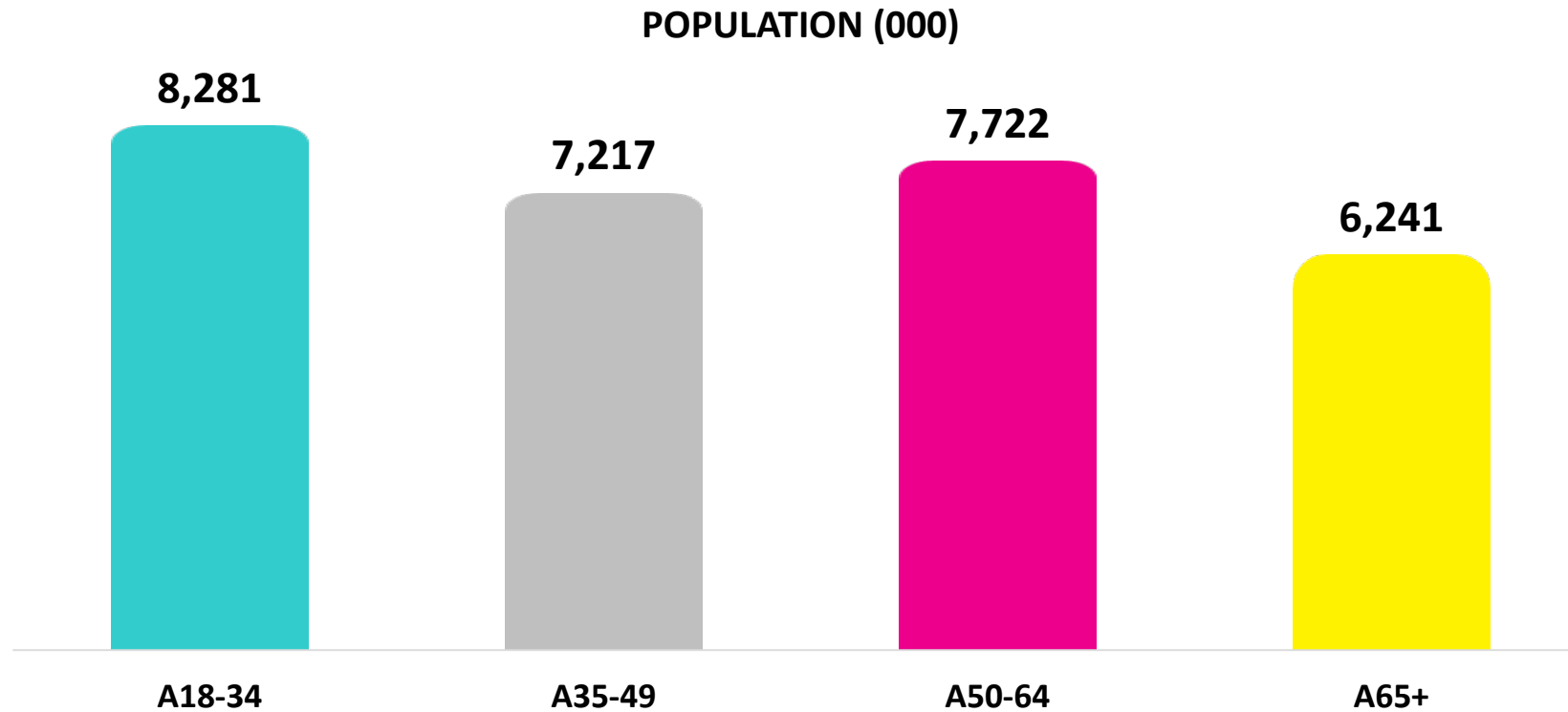
VS

reality



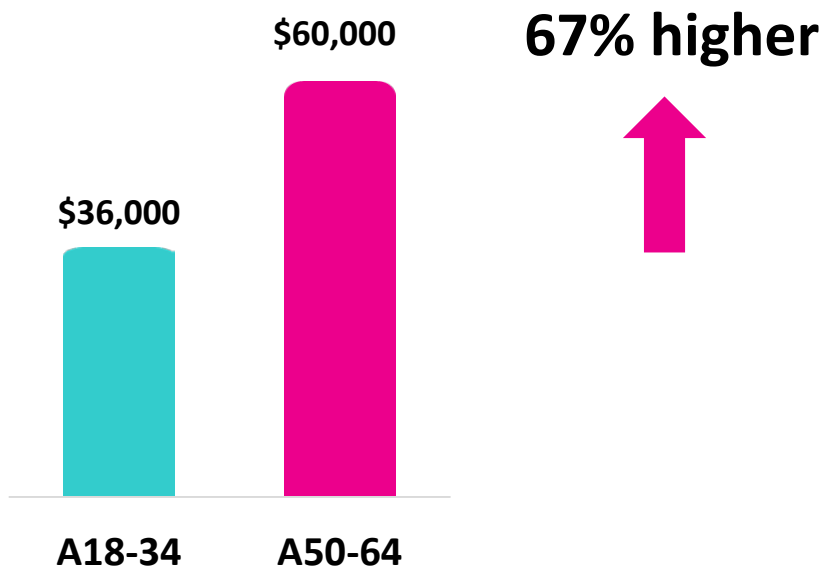
millennials are many ...

millennials have surpassed boomers as the largest demographic group

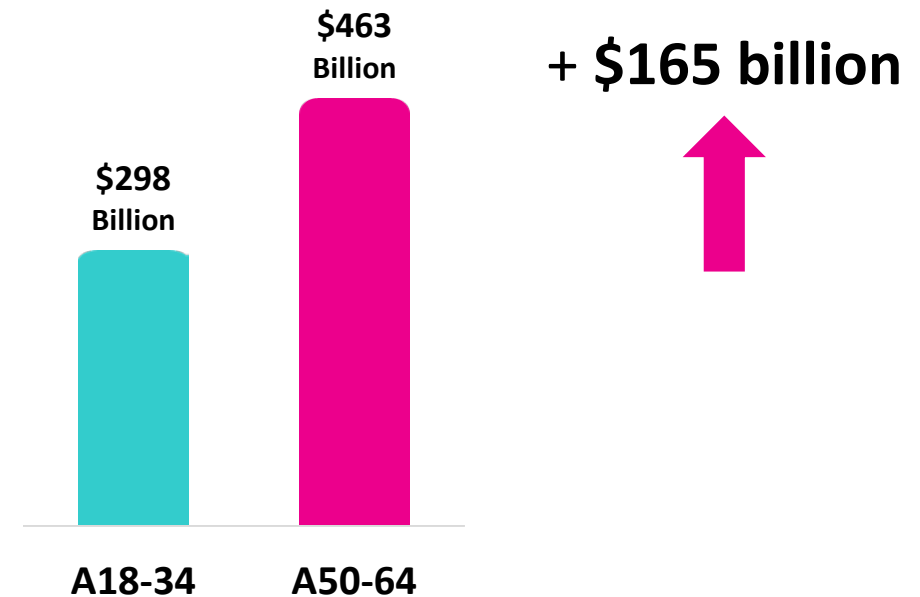


... **but** they can't compete with **boomers'** billions

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

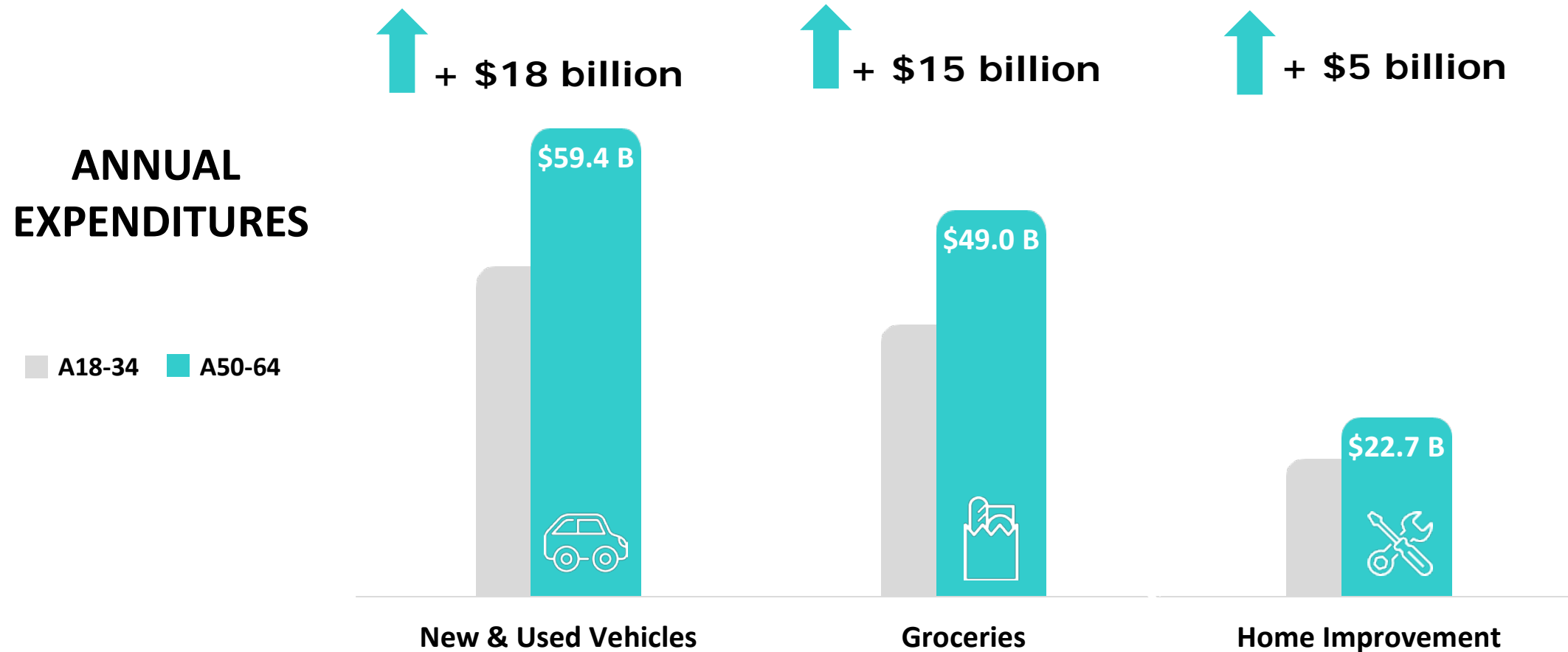
\$463 billion in personal income annually

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

