



**ZOOMER**  
**HITS OF THE**  
**'60s, '70s & '80s**

## 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

**452,000**

**1.9**  
**MILLION**

HOURS EVERY WEEK

NET WORTH\*

**\$974,000**

AVERAGE  
 AGE

**63**



**58%** FEMALE

**42%** MALE

**63%** AGE  
 35-64

**95%** AGE  
 45+

**53%**

POST  
 SECONDARY  
 EDUCATED

**54%**

DRIVE  
 IMPORTED  
 VEHICLES

**71%**

HAVE  
 TAX FREE  
 SAVINGS  
 ACCOUNT

**58%**

MORE LIKELY  
 TO ATTEND A  
 CASINO IN THE  
 PAST 12 MONTHS

**31%**

MORE LIKELY TO  
 ATTEND A MUSIC  
 CONCERT IN THE  
 PAST 12 MONTHS

**73%**

HAVE FREQUENTED  
 CASUAL/FAMILY DINING  
 RESTAURANT IN THE  
 PAST MONTH

**55%**   
 MORTGAGE FREE  
 HOMEOWNERS



**62%**

HOME  
 IMPROVEMENT  
 SPENDERS

**50%**

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



**60%**

ARE PRINCIPAL  
 GROCERY  
 SHOPPERS

Source: Numeris, Full coverage, R1/Q2 November 26, 2018 to February 24, 2019. \*\* Working households (30+ hours)

## 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 (\$238,000)\*
  - Highest Net Worth (\$974,000)\*
- A large composition of Adults 45+ (95%)\*\*
- A high number of daily listening sessions (Avg of 12.8 per day)\*\*
- Time Spent listening (avg. of 4.3 hours tuned per week)

Source: Numeris RTS, Adults 18+. Total Canada, R1/Q2 November 26, 2018 to February 24, 2019



**CALL LETTERS**  
CFZM  
**FORMAT**  
Adult Standards  
**DIAL POSITIONS**  
740 AM/96.7 FM

**AVERAGE MINUTE AUDIENCE**

**13,500**

Full Coverage

**11,300**

Toronto Central

**DAILY CUME**

**188,000**

Full Coverage

**146,000**

Toronto Central

**WEEKLY CUME**

**452,000**

Full Coverage

**329,000**

Toronto Central

**COVERAGE**

Kingston to Windsor  
Parry Sound to Pittsburgh

**NATIONAL & INTERNATIONAL COVERAGE**

**AM740.ca**

**ZoomerRadio.ca**

**Rogers Digital 949**

Source: Numeris, R1/Q2 November 26, 2018  
to February 24, 2019

**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 1,247,000!**

Source: Numeris, Q2/R1 November 26, 2018 - February 24, 2019

**TOP STATIONS IN TORONTO FOR AVERAGE SAVINGS & INVESTMENTS**

Zoomer Radio	\$238,000
Classical FM	\$230,000

**AMONG THE TOP STATIONS IN TORONTO FOR AVERAGE NET WORTH**

Classical FM	\$979,000
Zoomer Radio	\$974,000

Numeris RTS, Fall 2018

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

**AVERAGE AGE**

Zoomer Radio	63
Classical FM	57

A45+ % COMP WEEKLY CUME	ADULTS 45-64	ADULTS 65+
Zoomer Radio	43%	57%
Classical FM	41%	59%

Source: Numeris, Full coverage, R1/Q2 November 26, 2018 to February 24, 2019

## 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.

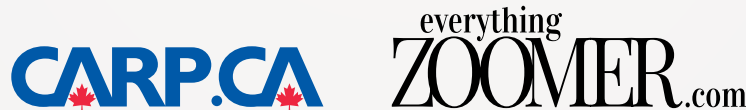
### TELEVISION



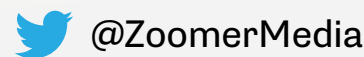
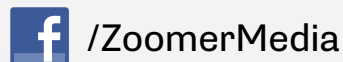
### RADIO



### DIGITAL



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



### PRINT



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

### EVENTS



MOSES ZNAIMER'S  
CONFERENCE

Zoomer Radio  
 AM 740 | 96.7 FM  
 www.zoomerradio.ca

Moses Znaimer invites you and a guest to

**THE NEW ZOOMER HALL CONCERT SERIES**

**AMY SKY & MARC JORDAN**

**FRIDAY OCTOBER 23<sup>rd</sup> at 4PM**

**THE ZOOMERPLEX**  
 30 Jefferson Ave.  
 In Liberty Village

**Arrival: 3:45pm**  
 Concert: 4pm - 5pm  
 Limited free parking available.  
 Refreshments will be served after the concert.

Amy Sky and Marc Jordan are an iconic Canadian husband and wife singer-songwriting team. The talented couple have won numerous awards and accolades for their many hit singles, and have had their music performed by the likes of Rod Stewart, Cher, Bette Midler, Roba McElreath and Diana Ross. Jordan and Sky are happily married with two children and currently reside in Toronto.

To book your seats please confirm attendance by calling (416) 603-7117 Ext. 217 or email: concert@zoomermedia.ca. Seating is limited please RSVP immediately.

The concert will be broadcast live on Zoomer Radio AM740 & 96.7FM and streamed for later broadcast on VisionTV.

WATCH IT LIVE AT WWW.ZOOMERRADIO.CA

**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!*

DAVIDKRISTAL



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.

**General Manager, Vice President of Broadcast Sales**  
**Dan Hamilton** [d.hamilton@zoomermedia.ca](mailto:d.hamilton@zoomermedia.ca)

**Director of Sales, Radio Division**  
**Grace Howley** [g.howley@mzmedia.com](mailto:g.howley@mzmedia.com)

**Vice President, Marketing & Promotion**  
**Christopher Randall** [c.randall@mzmedia.com](mailto:c.randall@mzmedia.com)

**Target Broadcast Sales Inc., President**  
**Stephen Sienko** [ssienko@targetbroadcast.com](mailto: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 1Y4

*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.*

