

**IF YOU'RE THINKING ABOUT IT,
WE'RE WRITING ABOUT IT.**

**MEDIA KIT
2024**

advertising@zoomermedia.ca



National Edition 2024

	PRINT	PRINT/DIGITAL
TOTAL READERSHIP	1,164,000	2,302,000
DEMOGRAPHIC INFORMATION		
Male	51%	51%
Female	49%	49%
Average Age	52	48
Age 45+	67%	66%
INCOME		
Avg HHI	\$83,580	\$80,944
DISTRIBUTION		
Ontario	58%	52%
BC	15%	15%
Toronto CMA	25%	26%
Vancouver CMA	9%	9%
Calgary CMA	4%	4%
Edmonton CMA	2%	2%

Who Is Our Market?

**ZOOMERS ARE CANADIANS
WHO ARE 45+**

**THERE ARE
18.1
MILLION
OF THEM**

**THEY CONTROL 69% OF THE
NATION'S WEALTH**

**AND ACCOUNT FOR
MORE THAN 50% OF
CONSUMER SPENDING**

**ZOOMER MAGAZINE
READERSHIP**

1,164,000

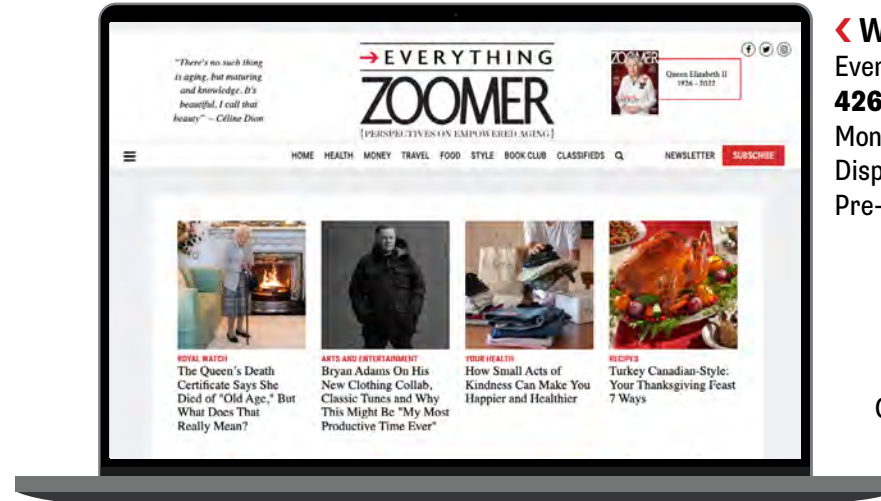
PRINT & DIGITAL

2,302,000

Zoomer Digital Network



◀ **Social Media**
Combined Footprint:
Over **700,000**
Followers



◀ **Website**
EverythingZoomer.com
426,000 Average
Monthly Pageviews (Dec 2024)
Display Ad CPM: \$30
Pre-Roll CPM: \$50

▶ **Zoomer**
Promo eblast
Combined Reach: Over
74,000 Subscribers
CPM: \$125

◀ **Newsletters**
Combined Reach: Over **462,000** Subscribers
Display Ad CPM: \$65 Article Tile CPM: \$78

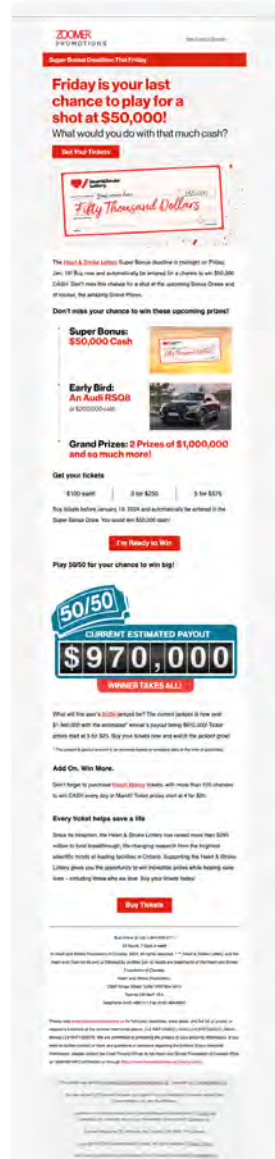


ZOOMER NEWSLETTER LISTS (Jan 2024)

TOPIC	SUBSCRIBERS
WELLNESS	76,000+
TRAVEL	63,000+
MONEY	65,000+
LIVING	59,000+
MAG/NOSTALGIA	90,000+
MAPPED	28,000+
ZED: THE ZOOMER BOOK CLUB	20,000+
WEEKEND	59,000+
THE ZONE	6,000+

ZOOMER SOCIAL MEDIA FOLLOWERS (Jan 2024)

PLATFORM	HANDLE	FOLLOWERS
FACEBOOK	@EVERYTHING ZOOMER	109,000+
INSTAGRAM	@ZOOMERMAG	18,000+
	@ZOOMERMAGTRAVEL	4,000+
	@IMAGESOFCANADA	554,000+
TWITTER	@ZOOMER	18,000+



Digital Platforms



> **The New Classical 96.3 FM** is your ultimate stop for classical bliss. Beyond music, we serve up the greatest classics alongside real-time news, weather, traffic, ZoomReports, and arts updates. **Home of Toronto's Classical Favourites.**

652K+ Weekly Reach
2,589,800 Hours Every Week



> Your all-encompassing radio station, bringing you the Original Greatest Hits from the 60s, 70s, & 80s. Immerse yourself in engaging talk shows, complemented by news and weather updates, all conveniently accessible on one station. **Canada's Largest Broadcast Footprint.**

423K+ Weekly Reach
1,882,100 Hours Every Week



> Celebrating a positive vision of aging, **EverythingZoomer** is for Canadians who fearlessly embrace life with vitality, optimism and joy.

5.6MM+ Social Followers
3.4MM+ Unique Visitors/month
73MM+ Social Video Views/month



> A fun, jargon-free, daily newsletter covers everything you need to know about Canadian business in an entertaining way. **The Peak Daily** is the top business news podcast in Canada and our videos are a favourite on TikTok and Instagram.

165K+ National Newsletter Subscribers
57% Average Open Rate
123K+ Monthly Podcast Downloads
95K+ Social Followers



> Diverse programming with a focus on British Fare and Nostalgic Favourites. Our specialty network provides thought-provoking content, catering to a broad audience with inclusivity and a global perspective.

2.1MM+ Weekly Reach
67% Female Audience
Ranked third most watched specialty channel by Women 35+



> Social media's most beautiful source for true north travel inspiration. With stunning pictures of our country's natural and urban wonders, **Images of Canada** encourages Instagram and Facebook followers to explore the world outside our door.

554k+ Instagram Followers
66% Aged 25-44
52% Men and **48%** Female



> Toronto's trusted voice on the best the city has to offer. Whether you want to reach foodies, fans, or fashionistas, **blogTO** has the latest take on what the city is talking about.

3.3MM+ Social Followers
3MM+ Unique Visitors/month
15MM+ Social Video Views/month



> The go-to source for news, pop culture, and lifestyle trends in Western Canada, **DailyHive** keeps readers in the know across Vancouver, Calgary, Edmonton, Toronto, and Montreal.

5.6MM+ Social Followers
3.4MM+ Unique Visitors/month
73MM+ Social Video Views/month

Rate Card & Editorial Calendar 2024/25

NATIONAL 2024 - Readership: 1,164,000

4 COLOUR	1X	3X	6X
IFC SPREAD	\$32,100	\$30,495	\$28,890
OBC	\$18,060	\$17,157	\$16,254
IBC	\$16,620	\$15,789	\$14,958
DPS	\$26,750	\$25,400	\$24,000
FULL PAGE	\$14,450	\$13,730	\$13,005
2/3 PAGE	\$12,285	\$11,675	\$11,060
1/2 PAGE	\$10,115	\$9,615	\$9,104
1/3 PAGE	\$7,225	\$6,700	\$6,500

ONTARIO 2024 (Ontario, Quebec, New Brunswick, P.E.I., Newfoundland and Labrador, Nova Scotia) - Readership: 817,000

4 COLOUR	1X	3X	6X
DPS	\$18,720	\$17,780	\$16,850
FULL PAGE	\$10,100	\$9,600	\$9,100
2/3 PAGE	\$8,600	\$8,200	\$7,750
1/2 PAGE	\$7,100	\$6,732	\$6,375
1/3 PAGE	\$5,100	\$4,800	\$4,550

WESTERN EDITION 2024 (British Columbia, Alberta Saskatchewan, Manitoba) - Readership: 347,000

4 COLOUR	1X	3X	6X
DPS	\$9,030	\$8,579	\$8,127
FULL PAGE	\$5,350	\$5,083	\$4,815
2/3 PAGE	\$4,685	\$4,451	\$4,217
1/2 PAGE	\$4,015	\$3,814	\$3,614
1/3 PAGE	\$3,125	\$2,969	\$2,813

SOURCE: VIVIDATA, WINTER 2024 SURVEY OF THE CANADIAN CONSUMER

MONTH	THEME	AD CLOSE	MATERIAL	INSERTS	IN-HOME	ON-SALE
February/March '24	Travel	DEC 28	JAN 04	JAN 8	JAN 29	FEB 05
April/May '24	Money - The Year Ahead	FEB 22	FEB 29	FEB 26	MAR 25	APR 02
June/July '24	How To Age Well	APR 18	APR 25	APR 22	MAY 21	MAY 27
August/September '24	The Zoomerist	JUN 20	JUN 27	JUN 24	JUL 22	JUL 29
October/November '24	What's Next & Why?	AUG 29	SEPT 5	SEPT 3	SEPT 30	OCT 7
December '24/January '25	Body Mind Spirit	OCT 21	OCT 28	OCT 25	NOV 20	NOV 27



Print Specs



NATIONAL EDITION

SIZE	AD WITHOUT BLEED (W X H)	AD WITH BLEED (W X H)
DPS	15.75" X 10.75"	16" X 11"
FULL PAGE	7.875" X 10.75"	8.125" X 11"
2/3 VERTICAL	5" X 10.75"	5.25" X 11"
DIGEST	4.5" X 6.5"	5.25" X 7.2674"
1/2 HORIZONTAL	7.875" X 5.375"	8.125" X 5.625"
1/3 SQUARE	4.5" X 4.5"	5.25" X 5.25"
1/3 VERTICAL	2.75" X 10.75"	3" X 11"

> ADS WITH BLEED:

*Allow 0.125" on all outside edges. Live matter not intended to bleed must be at least 0.25" inside trim.

Full Page Live Area: 7.375 x 10.25 inches **Magazine trim size:** 7.875 x 10.75 inches

> MATERIAL REQUIREMENTS

Zoomer Magazine is produced using computer-to-plate technology. Film is no longer acceptable. PDFs are acceptable. Please note that ads should be high res (300 dpi at actual size), and PDFs should not be optimized for web view. Also, please ensure all fonts are embedded. All native files must have linked fonts and images and will be accepted through email or posted to our FTP site. If posted to the FTP site, all native files must be compressed. PDFs do not have to be compressed.

> QUESTIONS OR PROBLEMS?

Please call or email: Julia Torneiro 416-368-3194 x314
production@zoomermag.com

MATERIAL DELIVERY

FTP Site Address: ftp.zml.ca **User Name:** Zoomer.Magazine **Password:** FTP@zoomermag

Log-in info is case-sensitive.