



***Zoomer* magazine is the only magazine of its kind, targeted at Canada's largest and most powerful demographic – men and women 45+**

*Zoomer* is a vibrant magazine for people who embrace life with experience, confidence and passion; who want the absolute best from everything life has to offer. Every issue is packed with relevant lifestyle content, including fashion and beauty, home entertaining, culture, travel, health and more!

### ARTS / ENTERTAINMENT / CULTURE

Inspiration for the engaged mind

### STYLE

Current fashion and beauty trends to make you look and feel your best

### MONEY / HEALTH / TRAVEL

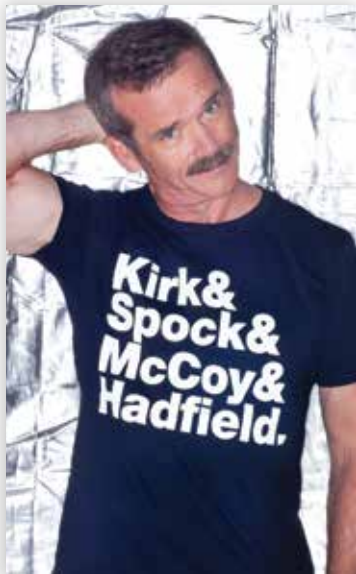
News, advice and strategies for your life

### ATTITUDE

For your body, mind and spirit

### LIFESTYLE / HOME / FOOD & DRINK

Essentials, ideas and tips so it's all good







**Zoomer Radio**  
Timeless Hits  
AM 740 | 96.7 FM

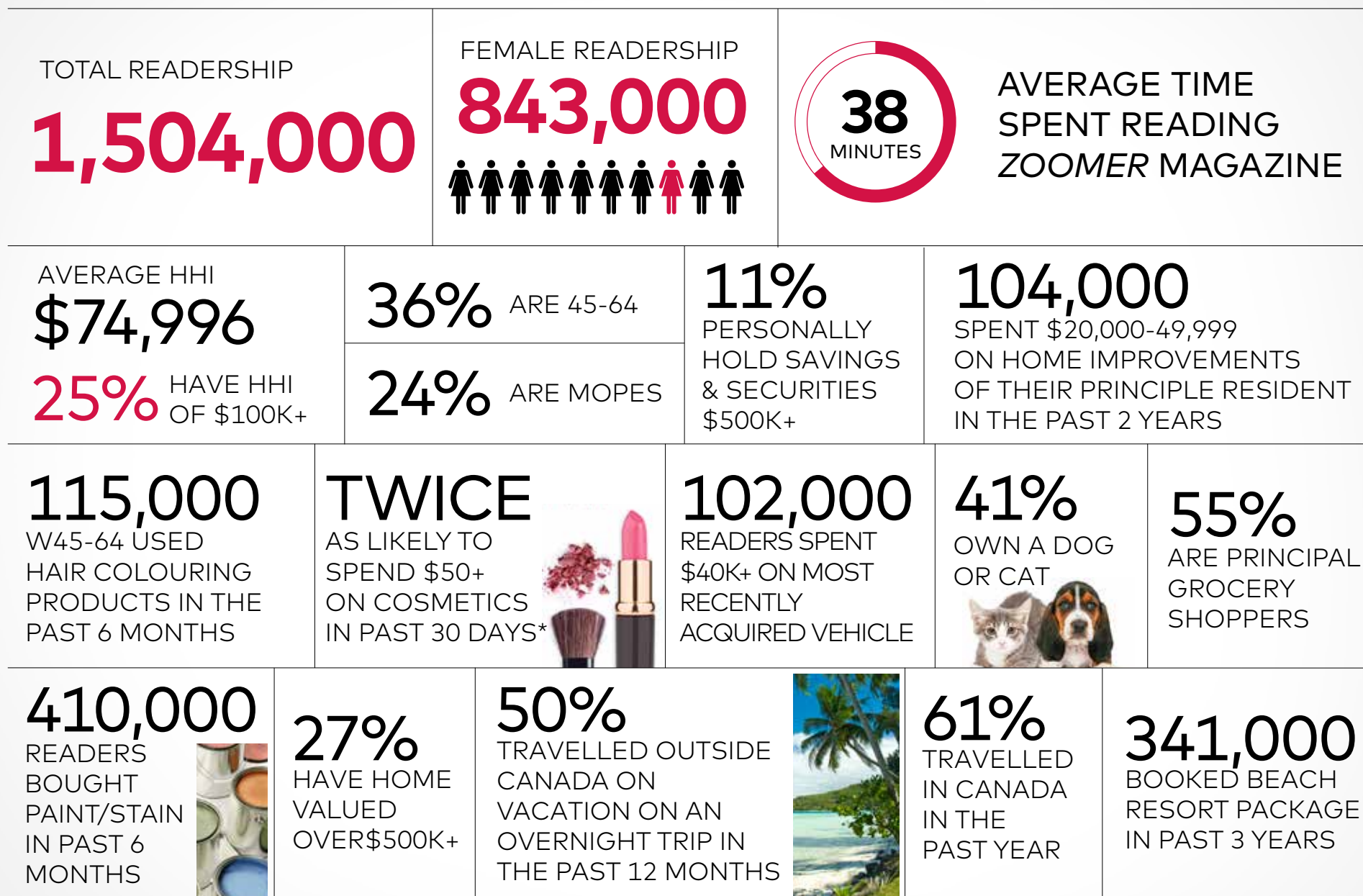
**VISION ZOOMERTV**  
NEWS • MOVIES • MUSIC • FAITH

**Joytv**

THE NEW  
**Classical**  
96.3 102.9 103.1 fm

**one**  
GET FIT

**HOPE TV**



VIVIDATA Q2 2015 READERSHIP &amp; PRODUCT DATABASE (12+ TOTAL FOOTPRINT)

EverythingZoomer.com is a fully responsive website so it looks great and is easily accessible regardless of the device that it appears on.



**EverythingZoomer.com** is the flagship website of ZoomerMedia Limited – no other website in Canada offers so much information, entertainment and engagement focused on the interests of men and women 45-plus.

HEALTH

MONEY

TRAVEL

LIFESTYLE

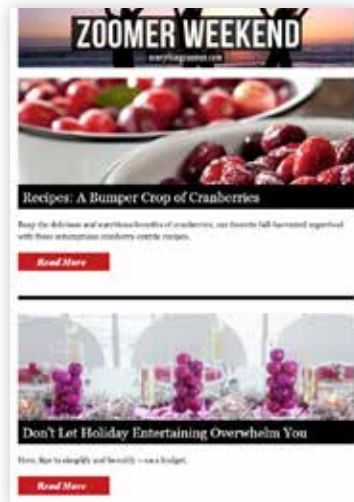
SEX  
& RELATING

SPIRIT

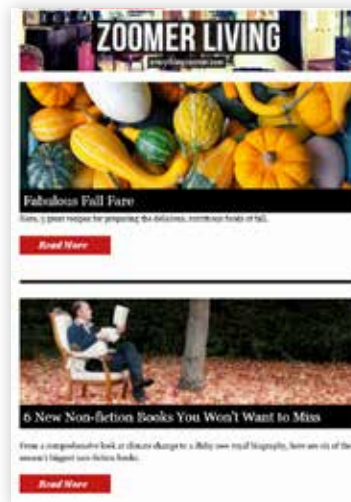
ARTS  
& ENTERTAINMENT



**Zoomer Magazine** - weekly  
81,000+ subscribers



**Zoomer Weekend** - weekly  
31,000+ subscribers



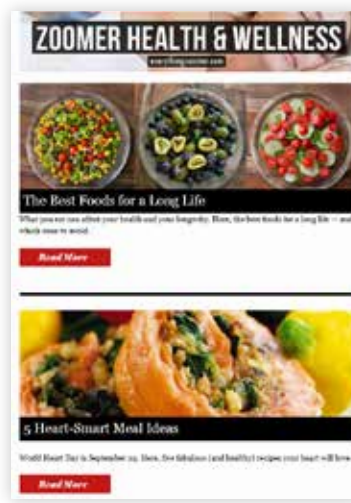
**Zoomer Living** - twice/month  
39,000+ subscribers



**Zoomer Travel** - twice/month  
39,000+ subscribers



**Zoomer Money** - twice/month  
36,000+ subscribers



**Zoomer Health & Wellness**  
- twice/month  
41,000+ subscribers

## E-NEWSLETTERS

- Our suite of e-newsletters are a extension of the subject pillars on everythingzoomer.com
- Average open rate is 25.8%.

## DIRECT E-BLASTS

- The Zoomer Promotions e-blast is comprised of 110,000+ subscribers and growing
- Average open rate is 24.8%



# Editorial Calendar

	THEME	SPACE	MATERIAL	INSERTS	IN-HOME	NEWSSTAND
<b>MARCH</b>	SPRING CLEANING	DEC 11	DEC 18	JAN 07	JAN 25	FEB 01
<b>APRIL</b>	SECOND ACTS	JAN 29	FEB 05	FEB 11	FEB 29	MAR 07
<b>MAY</b>	THE MILLENIAL EQUATION	MAR 04	MAR 11	MAR 17	APR 04	APR 11
<b>JUNE</b>	LONGEVITY ISSUE	APR 08	APR 15	APR 21	MAY 09	MAY 16
<b>JULY/AUGUST</b>	SOUL SURFING	MAY 20	MAY 27	JUN 02	JUN 20	JUN 27
<b>SEPTEMBER</b>	STYLE AT EVERY AGE	JUN 30	JUL 08	JUL 14	AUG 02	AUG 08
<b>OCTOBER</b>	HOW-TO ISSUE	AUG 05	AUG 12	AUG 18	SEP 05	SEP 12
<b>NOVEMBER</b>	WINTER IS COMING	SEP 16	SEP23	SEP 29	OCT 17	OCT 24
<b>DECEMBER/JAN</b>	MIND, BODY, SPIRIT ISSUE	OCT 28	NOV 04	NOV 10	NOV 28	DEC 05



## NATIONAL EDITION 2016

4 COLOUR	1X	3X	6X	9X
<b>IFC SPREAD</b>	\$32,700	\$30,960	\$29,328	\$27,696
<b>OBC</b>	\$18,344	\$17,438	\$16,523	\$15,600
<b>IBC</b>	\$16,877	\$16,043	\$15,192	\$14,352
<b>DPS</b>	\$27,250	\$25,800	\$24,440	\$23,080
<b>FULL PAGE</b>	\$14,675	\$13,950	\$13,210	\$12,480
<b>2/3 PAGE</b>	\$12,480	\$11,860	\$11,230	\$10,610
<b>1/2 PAGE</b>	\$10,280	\$9,760	\$9,250	\$8,740
<b>1/3 PAGE</b>	\$7,340	\$6,980	\$6,610	\$6,240

## ONTARIO EDITION 2016

4 COLOUR	1X	3X	6X	9X
<b>DPS</b>	\$19,010	\$18,060	\$17,110	\$16,160
<b>FULL PAGE</b>	\$10,280	\$9,760	\$9,250	\$8,740
<b>2/3 PAGE</b>	\$8,740	\$8,300	\$7,860	\$7,430
<b>1/2 PAGE</b>	\$7,200	\$6,840	\$6,480	\$6,120
<b>1/3 PAGE</b>	\$5,140	\$4,880	\$4,630	\$4,370

### INSERTS / POLYBAGS

- Rates upon request
- Limited positions available per issue
- Samples must be provided at least two weeks prior to space closing for approval of handling, sizes and stock selection
- All inserts must be shipped with brokerage fees and transport prepaid
- Supplied inserts from outside Canada must be imprinted with the country of origin (e.g., "Printed in the U.S.A.")



	NON-BLEED (W x H)	BLEED (W x H)
<b>DPS</b>	16" x 10"	16.75" x 10.75"
<b>FULL PAGE</b>	7.625" x 10"	8.375" x 10.75"
<b>2/3 VERTICAL</b>	5" x 10"	5.375" x 10.75"
<b>DIGEST</b>	5" x 6.5"	
<b>1/2 HORIZONTAL</b>	7.625" x 4.875"	8.375" x 5.375"
<b>1/3 SQUARE</b>	5" x 4.875"	
<b>1/3 VERTICAL</b>	2.25" x 10"	2.875" x 10.75"

**BLEED**

Allow 0.125" (1/8 inch) on all **outside** edges. Live matter not intended to bleed must be at least 0.3125" (5/16 inch) inside trim.

**Live area** 7.625 x 10 inches

**Magazine trim size** 8.125 inches x 10.5 inches

**MATERIAL REQUIREMENTS**

Zoomer magazine is produced using computer-to-plate technology. Film is no longer acceptable. PDFs and PDF X-1s are acceptable as are Macintosh application files. Please note that ads should be hi-res (300 dpi at actual size), and PDFs should NOT be optimized for web view. Also please ensure fonts are embedded. All native files must have linked fonts and images and are acceptable on CD 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. If advertising requires design or layout, there will be an extra charge. Please contact the Production Department at 1-877-324-4112.

Questions or problems?  
Please call or email:  
Richard Hennessey, Production Manager  
1-877-324-4112 [catalina@persona.ca](mailto:catalina@persona.ca)

**MATERIAL DELIVERY**

FTP Site Address: [publicftp.50plus.com](ftp://publicftp.50plus.com)  
User Name: Zoomer.Magazine  
Password: MM2#hrwaQW  
*Log-on info is case-sensitive.*

**SHIPPING INSTRUCTIONS**

ZOOMER MAGAZINE  
Attn: Richard Hennessey  
22 Gibbs St.  
Cannington, ON L0E 1E0

## AGENCY COMMISSION

15% of gross billing allowed on space, standard colour and position charges to recognized agencies only. Commission is not allowed on other charges such as extra mechanical charges, special colours and reprints. There is no commission on retail or classified advertising.

## PAYMENT

- Terms: net 30 days.
- Accounts payable at office of publication in Canadian funds or equivalent value at the rate of exchange prevailing at the time of payment.
- Published rates do not include GST or HST. These taxes (as applicable) will be added to invoices and clearly identified.

## TAX DEDUCTABILITY

Publisher warrants deduction of advertising costs is not restricted by section 19 of the Income Tax Act. Advertisers who file Canadian tax returns can claim advertising costs of this publication as a business expense.

## GENERAL INFORMATION

- Rates subject to change without notice.
- Publisher reserves the right to refuse any advertisement for any reason.
- Advertiser and advertising agency assume liability for all content (including text, representation and illustration) of advertisement printed and also assume responsibility for any claim arising therefrom against the Publisher.
- Advertiser and advertising agency agree that ZoomerMedia Limited shall be under no liability for its failure, for any cause, to publish any advertisement.
- Photographs, artwork and other production items made for advertisers are charged to them separately in addition to space and colour charges.
- Publisher shall be entitled to payment as herein provided, upon having completed the printing of the advertising and having taken reasonable steps to distribute the publication.
- Publisher will not be responsible for reproduction of colour advertisements unless colour proofs are supplied.

## CONTRACT, COPY & CANCELLATION POLICY

- Contract period covers any 12 months starting with the first insertion.
- A contract must accompany the first insertion order of the advertisement covered.
- In the event of a rate increase during a contract period, the advertiser is protected at the same volume level but not the same rate.
- Contracts for special positions (e.g., covers, inserts, outserts) are non-cancellable.
- No cancellations are accepted after closing date for advertising space.
- In the event that an advertiser's contract is not fulfilled as specified, the advertiser agrees to accept the resulting short rates back to the best earned space rate applicable within the specified 12-month period.
- Publisher is not bound by any conditions, printed or otherwise, appearing on contracts or copy instructions when such conditions conflict with policies covered by this rate card.
- Verbal agreements are not recognized by the company.

- Any claim rendered against ZoomerMedia Limited for rebates on charges made under contract, for any reason, must be filed with the company in writing within 60 days following the expiration of the contract.

Sales Coordinator, Print & Digital  
t.fowler@zoomermedia.ca  
416-363-7063 x 371

1-877-324-4112  
catalina@persona.ca

query@zoomermag.com

