

No attempt has been made to rank the information contained in this report in order of importance, since BPA Worldwide believes this is a judgment which must be made by the user of the report.

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**ZOOMER MAGAZINE** is a national lifestyle brand aimed at Canada's 45 plus demographic. With content pillars of finance, travel, and health and wellness, Zoomer magazine also curates and interprets the news and trends in fashion; beauty and grooming; food, drink and recreation; entertainment, culture and celebrity; and home and garden with provocative writing on a range of issues. The content of every issue is also available to subscribers globally via the online digital version.

#### MARKET SERVED

Men and Women over 45. Qualified recipients are single copies to paid subscribers, single copy sales, sponsored multi copies same addressee, paid and non-paid multi copies.

## CHANNELS

### ZOOMER MAGAZINE

4 Issues in the period  
192,408 average circulation

## EXECUTIVE SUMMARY

Below are the Average contacts per occurrence, including frequency per period reported.

	Paid	Non-Paid	Average
<b>ZOOMER MAGAZINE</b> (4 issues in period)	180,107	12,301	192,408
a. Print	179,035	12,301	191,336
b. Digital	1,072	-	1,072
1. Requested	1,072	-	1,072
2. Non-Requested	-	-	-

## MAGAZINE CHANNEL

Official Publication of: CARP, A New Vision of Aging for Canada  
Established: 1985

### PRICE AND FREQUENCY

\$12.05	Average Annual Subscription Order Price for the Period Reported (Excluding Sponsored Subscriptions)
9	Issues Per Year
\$4.50	All Single-Copy Sales Prices for the Period

### AVERAGE TOTAL QUALIFIED BASED ON 4 ISSUES IN THE PERIOD

<b>Total Qualified</b>	<b>192,408</b>
Qualified Paid	180,107
Subscriptions	169,760
Sponsored	1,234
Single-Copy Sales	9,113
Qualified Non-Paid	12,301

#### 1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

	Qualified Paid		Qualified Non-Paid		Total Qualified	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	159,860	83.1	-	-	159,860	83.1
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	9,900	5.1	12,301	6.4	22,201	11.5
Sponsored Individually Addressed	1,108	0.6	-	-	1,108	0.6
Sponsored Multi-Copy Same Addressee	126	0.1	-	-	126	0.1
<b>Sub-Total Subscriptions:</b>	170,994	88.9	12,301	6.4	183,295	95.3
*Single-Copy Sales	9,038	4.7	-	-	9,038	4.7
*Sponsored Single-Copy Sales	75	-	-	-	75	-
<b>TOTAL</b>	<b>180,107</b>	<b>93.6</b>	<b>12,301</b>	<b>6.4</b>	<b>192,408</b>	<b>100.0</b>

\*See Additional Data

#### 1a. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - PRINT

	Qualified Paid		Qualified Non-Paid		Total Qualified	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	158,804	83.0	-	-	158,804	83.0
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	9,900	5.2	12,301	6.4	22,201	11.6
Sponsored Individually Addressed	1,108	0.6	-	-	1,108	0.6
Sponsored Multi-Copy Same Addressee	126	0.1	-	-	126	0.1
<b>Sub-Total Subscriptions:</b>	169,938	88.9	12,301	6.4	182,239	95.3
Single-Copy Sales	9,022	4.7	-	-	9,022	4.7
Sponsored Single-Copy Sales	75	-	-	-	75	-
<b>TOTAL</b>	<b>179,035</b>	<b>93.6</b>	<b>12,301</b>	<b>6.4</b>	<b>191,336</b>	<b>100.0</b>

#### 1b. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - DIGITAL

	Qualified Paid		Qualified Non-Paid		Total Qualified	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	1,056	98.5	-	-	1,056	98.5
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Sponsored Multi-Copy Same Addressee	-	-	-	-	-	-
<b>Sub-Total Subscriptions:</b>	1,056	98.5	-	-	1,056	98.5
Single-Copy Sales	16	1.5	-	-	16	1.5
Sponsored Single-Copy Sales	-	-	-	-	-	-
<b>TOTAL</b>	<b>1,072</b>	<b>100.0</b>	<b>-</b>	<b>-</b>	<b>1,072</b>	<b>100.0</b>

#### 2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2014/2015 Issue	Print	Digital	Qualified Paid			Qualified Non-Paid	Total Qualified
			Single Copy Sales	Subscriptions	Total		
October	176,297	365	6,709	160,069	166,778	9,884	176,662
November	183,355	341	7,637	165,613	173,250	10,446	183,696
December	206,243	1,757	14,144	178,586	192,730	15,270	208,000
March	199,451	1,821	7,958	179,710	187,668	13,604	201,272

#### 3. BREAKOUT OF QUALIFIED CIRCULATION TO THE CONSUMER MARKET FOR ISSUE OF MARCH 2015

This issue is 6.2% or 11,819 copies above the average of the other 3 issues reported in Paragraph 2.

CLASSIFICATIONS	TOTAL QUALIFIED	PERCENT OF TOTAL	PRINT	DIGITAL	QUALIFIED NON-PAID	QUALIFIED PAID	CANADA	OUTSIDE CANADA	Email Only
<b>PAID CIRCULATION</b>									
A. Single copies mailed to paid subscribers	168,278	83.6	166,469	1,809	-	168,278	167,941	253	84
B. Single Copy Sales	7,883	3.9	7,871	12	-	7,883	7,879	4	-
*C. Multi Copies same addressee to Air Canada and Via Rail and hotels	9,679	4.8	9,679	-	-	9,679	9,679	-	-
D. Multi Copies same Addressee distributed to Libraries	29	-	29	-	-	29	29	-	-
E. Sponsored Individually Addressed	1,622	0.8	1,622	-	-	1,622	1,622	-	-
F. Sponsored Single Copy Sales	75	-	75	-	-	75	75	-	-
G. Sponsored Multi Copy distributed to Libraries	102	0.1	102	-	-	102	102	-	-
<b>NON-PAID CIRCULATION</b>									
Public Place Distribution by Presse Commerce and IDS Canada	8,250	4.1	8,250	-	8,250	-	8,250	-	-
Non-Paid Multi Copies same Addressee	5,354	2.7	5,354	-	5,354	-	5,354	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>201,272</b>	<b>100.0</b>	<b>199,451</b>	<b>1,821</b>	<b>13,604</b>	<b>187,668</b>	<b>200,931</b>	<b>257</b>	<b>84</b>
<b>PERCENT</b>	<b>100.0</b>		<b>99.1</b>	<b>0.9</b>	<b>6.8</b>	<b>93.2</b>	<b>99.8</b>	<b>0.1</b>	<b>0.4</b>

\*See Additional Data

#### 4. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED NON-PAID CIRCULATION FOR ISSUE OF MARCH 2015

QUALIFICATION SOURCE	Qualified Within			Print	Digital	Qualified Non-Paid	*Qualified Paid	Total Qualified	Percent
	1 Year	2 Years	3 Years						
I. Direct Request:	-	-	-	-	-	-	-	-	-
II. Request from recipient's company:	-	-	-	-	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	8,250	5,354	-	13,604	-	13,604	-	13,604	100.0
V. <b>TOTAL</b> – Sources other than above:	-	-	-	-	-	-	-	-	-
Rosters and Directories	-	-	-	-	-	-	-	-	-
Manufacturer's, distributor's and wholesaler's lists	-	-	-	-	-	-	-	-	-
Other sources	-	-	-	-	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>8,250</b>	<b>5,354</b>	<b>-</b>	<b>13,604</b>	<b>-</b>	<b>13,604</b>	<b>-</b>	<b>13,604</b>	<b>100.0</b>
<b>PERCENT</b>	<b>60.6</b>	<b>39.4</b>	<b>-</b>	<b>100.0</b>	<b>-</b>	<b>100.0</b>	<b>-</b>	<b>100.0</b>	<b>-</b>

\*See Additional Data

#### AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	April-September 2012	October 2012 – March 2013	April-September 2013	October 2013 – March 2014	April-September 2014	October 2014 – March 2015*
Total Audit Average Qualified:	181,668	186,136	184,858	185,681	182,912	192,408
Qualified Paid :	175,176	177,565	175,758	179,450	177,341	180,107
Subscriptions	156,907	157,148	158,679	170,178	168,882	169,760
Sponsored	1,923	1,005	407	-	-	1,234
Single-Copy Sales	16,346	19,412	16,672	9,272	8,459	9,113
Qualified Non-Paid:	6,492	8,571	9,100	6,231	5,571	12,301
Post Expire Copies included in Total Qualified Circulation:	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price:	\$13.44	\$13.57	\$13.41	\$13.93	\$13.28	\$12.05

\*NOTE: October 2014 – March 2015 is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

\*\*NC = None Claimed.

#### GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MARCH 2015

Provinces	Qualified Paid				Total Qualified Non-Paid	Total Qualified	Percent
	Print	Digital	Single Copy Sales	Subscriptions			
Newfoundland and Labrador	1,633	27	290	1,249	1,539	1,660	0.8
Prince Edward Island	987	27	72	766	838	1,014	0.5
Nova Scotia	4,650	87	261	4,377	4,638	4,737	2.4
New Brunswick	4,052	55	242	3,622	3,864	4,107	2.0
Quebec	7,230	94	171	5,356	5,527	7,324	3.6
Ontario	133,682	896	3,914	122,664	126,578	134,578	66.8
Manitoba	5,007	74	222	4,336	4,558	5,081	2.5
Saskatchewan	4,086	73	209	3,575	3,784	4,159	2.1
Alberta, N.W.T and Nunavut	14,671	150	1,052	12,798	13,850	14,821	7.4
B.C. and Yukon	23,242	208	1,518	20,633	22,151	23,450	11.7
<b>TOTAL FOR CANADA</b>	<b>199,240</b>	<b>1,691</b>	<b>7,951</b>	<b>179,376</b>	<b>187,327</b>	<b>200,931</b>	<b>99.8</b>
United States	180	40	2	218	220	220	0.1
Other Foreign	31	6	1	36	37	37	-
<b>TOTAL OUTSIDE CANADA</b>	<b>211</b>	<b>46</b>	<b>3</b>	<b>254</b>	<b>257</b>	<b>257</b>	<b>0.1</b>
Email Only	-	84	4	80	84	84	0.1
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>199,451</b>	<b>1,821</b>	<b>7,958</b>	<b>179,710</b>	<b>187,668</b>	<b>201,272</b>	<b>100.0</b>

## ADDITIONAL DATA

### METHOD OF DISTRIBUTION:

- A. Single copies mailed to paid subscribers
- B. Single Copy Sales
- C. Sponsored multi copies same addressee
- D. Paid multi copies same addressee distributed to Libraries
- E. Sponsored individually addressed.
- F. Non paid multi copies same addressee distributed by Presse Commerce and IDS Canada to various waiting rooms.

Multi-copy same addressee circulation is audited only to the point of distribution. An agreement not more than 3 years old has been obtained indicating that the recipient at the point of distribution agrees to accept the publication for redistribution.

All qualified circulation conforms to the market served and method of distribution, as reported. Print copies are distributed via postal services or other carriers. Recipients of the digital version are notified via email when the Version is available.

### STATEMENT OF CONTENT PLATFORM:

Editorial Replica – If a print edition exists, editorial and design are unchanged from the original print edition. Each issue's content and design are identical to the original edition. Apart from minor updates, the content cannot change once the issue is made available.

### AVERAGE NON-QUALIFIED CIRCULATION: 2,772 COPIES

### PARAGRAPHS 1 & 3 - PAID MULTI-COPY SAME ADDRESSEE:

Paid multi-copy same addressee circulation averaging 9,900 copies were sold in lots of 75 to 7,000 copies at a price range of \$0.01 to \$1.75 per copy. Copies purchased by rail, airline, hotels and offices for redistribution to patrons.

### PARAGRAPH 2 – SINGLE COPY SALES:

2014/2015 ISSUE	SINGLE COPY SALES	SPONSORED SINGLE COPY SALES	TOTAL SINGLE COPY SALES
October	6,634	75	6,709
November	7,562	75	7,637
December	14,069	75	14,144
March	7,883	75	7,958

### PAID DEFERRED SUBSCRIPTIONS:

2014/2015	
October	204
November	207
December	268
March	268

### PARAGRAPH 4:

Paragraph 4 includes 13,604 qualified non-paid circulation. Qualified paid circulation of 187,668 combined with the qualified non-paid circulation equal 201,272 total qualified circulation for the analyzed issue.

### PROMOTIONAL INCENTIVES:

- 7,002 subscriptions sold offering a Recipe Guide valued at \$1.67
- 73 subscriptions sold offering the 10 Great Canadian Getaways + the Health Guide valued at \$3.34
- 13 subscriptions sold offering the 10 Great Canadian Getaways valued at \$1.67
- 5 subscriptions sold offering the Top 25 Travel Getaways valued at \$1.00
- 4 subscriptions sold offering the Health Guide valued at \$1.00
- 3 subscriptions sold offering the Snowbird Chronicles valued at \$1.18
- 1 subscription sold offering the Organic Tote Bag valued at \$1.67
- 1 subscription sold offering the Travel + Health Guide valued at \$2.00
- 1 subscription sold offering the Costco Card valued at \$10.00
- 1 subscription sold offering the PC Card valued at \$5.00

### PRESSE COMMERCE:

Issue: October 2014 Copies: 3,000 Mail Date: January 16, 2015  
Issue: November 2014 Copies: 3,000 Mail Date: January 16, 2015  
Issue: December 2014/January 2015 Copies: 3,000 Mail Date: February 13, 2015  
Issue: March 2015 Copies: 3,000 Mail Date: April 17, 2015

### PUBLISHER'S AFFIDAVIT

We hereby make oath and say that all data set forth in this statement are true.

Erika Murphy, Member Service Manager

Gord Poland, Chief Operating Officer ZoomerMedia

(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)

### IMPORTANT NOTE:

This unaudited brand report has been checked against the previous audit report.  
It will be included in the annual audit made by BPA Worldwide.

Date signed	May 21, 2015
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Province	Ontario
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ID Number	C542B0M5

### About BPA Worldwide:

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