

THE NEW  
**AM 740**  
*Zoomer radio*

# THE BEST OF THE BEST

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**MEDIA KIT 2013**

[ZoomerRadio.ca](http://ZoomerRadio.ca)



# AT A GLANCE

“In 740, 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 30s/40s/50s and 60s. 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**

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## POP. VINTAGE. SENTIMENTAL.

**THE NEW AM740** has the largest broadcast footprint in North America, with its rare 50,000-watt clear channel frequency that reaches extensive parts of Ontario, Québec & 28 American states. It is the only AM channel still playing music in Canada’s largest market, presenting pop classics from the ‘30s, ‘40s, ‘50s and ‘60s, plus adult standards played by today’s top artists.

**LIBBY ZNAIMER’S ZOOMER REPORTS**, with health and lifestyle tips for living well, air six times daily. Weekends feature more than two dozen specialty programs on subjects ranging from gardening and finances to car care and conspiracy theories.

**UNIQUE TO THE STATION** are live from the concert lobby performances, broadcast live-to-air from the station’s lobby studio. Featured stars have included Judy Collins, Dan Hill, Murray McLauchlan, Michael Burgess, John McDermott, Sophie Milman and Harry Connick Jr.

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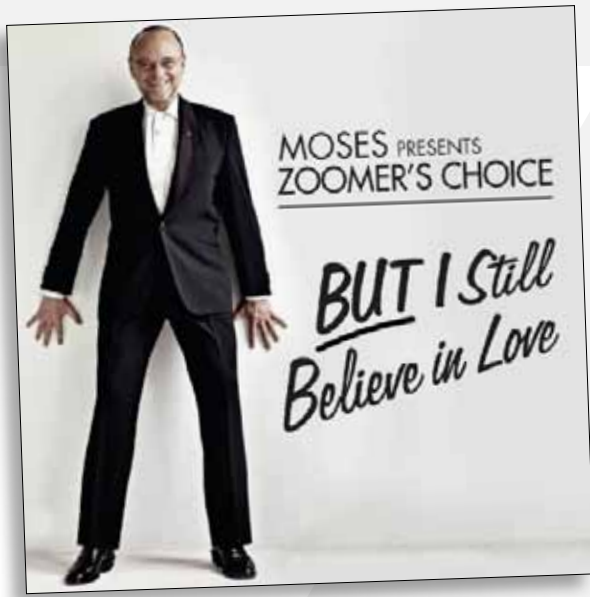
2

## TORONTO’S BEST RADIO STATION!”

DAVE BIDINI,  
NATIONAL POST



# MISSION STATEMENT



In 2008, Moses Znaimer launched and popularized the term Zoomer® (Boomer with Zip!) to denote the 15.1 million Canadians formerly known as the “45plus”. Subsequently, he dubbed the New AM 740 as “Zoomer Radio” - influential radio for the single most powerful consumer group in the history of the world.

**FOR LISTENERS** our mission is to air the ‘Best of the Best’ music of the ‘30s, ‘40s, ‘50s and ‘60’s combined with lifestyle content that speaks to their generation.

**FOR ADVERTISERS** our mission is to offer the most effective means of communication with the Zoomer® population – a market of 15.1 million people<sup>2</sup>, accounting for 56%<sup>3</sup> of all consumer spending and controlling 75%<sup>4</sup> of the wealth.

## **ARE YOU REALLY SPEAKING TO THEM?**

Communicating means more than just arithmetic – reach, cost or other media planning metrics. It also means involvement – delivering an audience that is engaged, attentive and eager to learn more. It’s not enough to just broadcast your message over the airwaves. AM 740 will show you why context and content matter. Our station plays the music they know and love, and delivers the programming that celebrates and addresses the new vision of aging. And by relating, we resonate - placing your brand at the forefront.

Sources: <sup>1</sup>BBM PPM (R4 2012) Aug 27 to Nov 25, 2012, Full Coverage, Mo-Su 5A-1A, A2+, Comp% AMA <sup>2</sup>Stats Canada Population Modified Sep 27 2012, <sup>3</sup>PMB Fall 2012 (% of Combined Volumetric Spending Totals) <sup>4</sup>PMB Fall’12 (A18+)

**88% OF LISTENERS ARE ZOOMERS!**

**#2 A45+ COMPOSITION OF ALL COMMERCIAL RADIO STATIONS IN TORONTO**

**% OF LISTENERS WHO DO NOT\*\* LISTEN TO...**

<b>THE JEWEL 88.5</b>	<b>93%</b>
<b>JAZZFM</b>	<b>91%</b>
<b>CLASSICAL 96.3</b>	<b>88%</b>
<b>NEWSTALK 1010</b>	<b>86%</b>

Source: \*\*BBM PPM (R4 2012) Aug 27 to Nov 25, 2012, Full Coverage, Mo-Su 5a-1a, A2+, Duplication Average Weekly Cume (Selected 45+ Skewing Stations)



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# AUDIENCE PROFILE



**NO. 2 STATION FOR TIME SPENT LISTENING\***

Call Letters: **CFZM**  
 Format: Adult **Standards**  
 Dial Position: **740**  
 Online: **ZoomerRadio.ca**

Age 45+ .....	<b>88%</b>
Male/Female .....	<b>48% / 52%</b>
Internet Access .....	<b>76%</b>
Principal Grocery Shopper .....	<b>69%</b>
Sit-down Restaurant Past 30 Days .....	<b>69%</b>
Vacation Past 12 Months.....	<b>63%</b>
Homeowners.....	<b>60%</b>
Home Improvement Spenders.....	<b>52%</b>
Hold Stocks, Mutual Funds or RRSPs .....	<b>47%</b>
Personally Garden .....	<b>45%</b>
Mortgage Free Homeowners .....	<b>39%</b>

Source: BBM PPM (R4 2012), Full Coverage, Aug 27-Nov 25, 2012, Mo-Su 5a-1a, Adults 2+\*Rank in comparison to all other commercial radio stations in Toronto (Toronto Central Audience).

**615,000 LISTENERS  
 TUNE INTO  
 AM 740 FOR NEARLY  
 2.7 MILLION HOURS  
 EVERY WEEK!**

**FACTOID**

**OUR LISTENERS HAVE THE MOST MONEY IN THE BANK!**

AM 740 listeners possess the highest\* average savings & investments at \$187,000!

(RTS Fall 2012)



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# THE AM740 ADVANTAGE



## AM 740 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
- The only station playing standards/oldies in Toronto
- Top quality talent
- The only former Billboard Magazine North American Radio Personality-of-the-Year (Bill Gable)
- Canada's best known Consumer Advocate (Dale Goldhawk)
- Toronto Rock 'n' Roll Legend (Robbie Lane)
- Toronto's longest-serving radio host (Denis Snowdon)
- Listeners with maturity and money to spend:
  - Highest average savings & investments (\$187,000)<sup>1</sup>
  - #2 Net Worth (\$650,000)<sup>1</sup>
- Over two-thirds (69%)<sup>2</sup> of listeners are the household's Principal Grocery Shopper
- #2 composition against Zoomers®/A45+ (88%)<sup>2</sup>
- The highest number of daily listening sessions (avg. of 8.1 per day)<sup>2</sup>
- Top TSL - #2 for time spent listening (avg. of 3.8 hours tuned per week)<sup>2</sup>

Source: Compared against all Toronto commercial radio stations. <sup>1</sup>BBM RTS Toronto Fall 2012, Adults 12+ (Net worth calculated as Average Savings & Investments + Average Home Value – Average Debts & Liabilities) <sup>2</sup>BBM PPM (R4 2012) Mo-Su 5a1a, Full Coverage, Adults 2+

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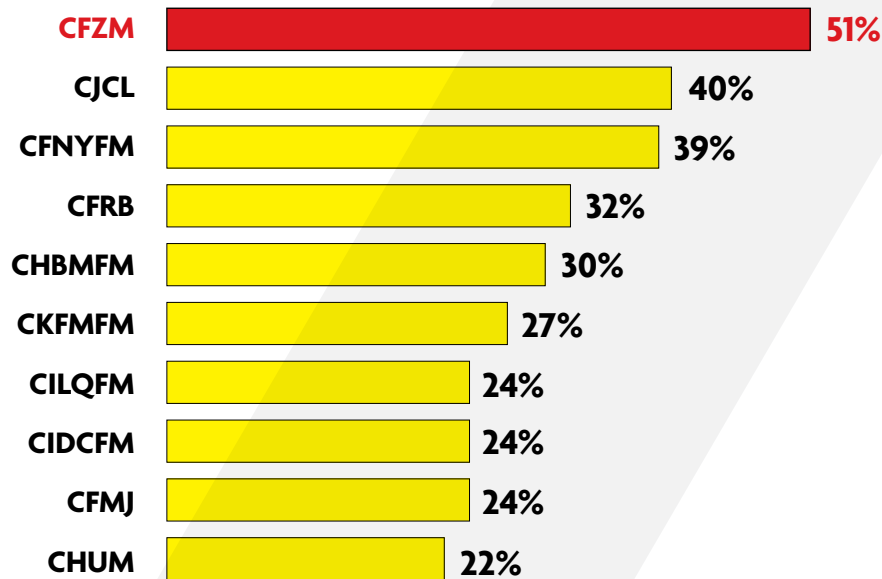
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5

# EXTEND YOUR REACH

## TOP 10 TORONTO-BASED SPILL STATIONS

% of Full Coverage Listeners (AMA) Outside of Toronto



Source: BBM PPM (R4 2012) Aug 27 – Nov 25, 2012, Mo-Su 5a, Adults 2+



## AM 740 AQH (000) RANK

### MARKETS OUTSIDE OF TORONTO

Includes ALL commercial stations with reach into the market

- #3 Guelph Ctrl A 45+
- #5 St. Catharines-Niagara Ctrl A 45+
- #6 Hamilton Ctrl A 45+
- #6 Brant/Brantford Ctrl A 45+
- #7 Kit-Waterloo Ctrl A 45+
- #7 Barrie Ctrl A 45+

Source: BBM Fall 2012 Diary, Mo-Su, 5a-1a, AQH A45+

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**AM 740**  
Zoomer radio

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JANUARY 2013  
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6

# A POWERFUL COMBINATION



**AM740 & Classical 96 are the authoritative radio voices for reaching and speaking to Zoomers® in Ontario.** Both stations deliver an unduplicated weekly audience of **1,411,000!**

And with **only 5% duplication** between both stations (in an average week), we offer a powerful combination to maximize your reach against the Zoomer® demographic.

*Source: BBM PPM (R4 2012) Aug 27 to Nov 25, 2012, Full Coverage, Mo-Su 5a-1a, A2+, Avg Weekly Cume*

### TOP 2 STATIONS IN TORONTO FOR AVERAGE SAVINGS & INVESTMENTS!

AM 740	\$187,000
Classical 96	\$165,000

### TOP 2 STATIONS IN TORONTO FOR AVERAGE NET WORTH!

Classical 96	\$661,000
AM 740	\$650,000

*Source: BBM RTS Toronto Fall 2012, A12+*

**Buy both AM740 & Classical 96 and balance your Zoomer targeted buy.**

### AVERAGE AGE

AM 740	63
Classical 96	51

### A45+ % COMP WEEKLY CUME      ADULTS 45-64      ADULTS 65+

AM 740	40%	60%
Classical 96	53%	47%

*Source: BBM PPM (R4 2012) Aug 27 to Nov 25, 2012, Full Coverage, Mo-Su 5a-1a, Avg Age (2+) & % A45+ % Comp Weekly Cume*



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# COVERAGE AREA

**615,000 LISTENERS  
TUNE INTO  
AM 740 FOR NEARLY  
2.7 MILLION HOURS  
EVERY WEEK!**

## COVERAGE

Kingston to Windsor | Parry Sound to Pittsburgh

## NATIONAL & INTERNATIONAL COVERAGE

[www.am740.ca](http://www.am740.ca) | Rogers Digital 949

Source: BBM PPM (R4 2012), Full Coverage, Aug 27-Nov 25, 2012, Mo-Su 5a, Adults 2+

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*Zoomer radio*

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JANUARY 2013 | **8**  
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# ADVERTISER TESTIMONIALS

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“We have been advertising with MZ Media (Classical 96 & AM 740) for more than 7 years and find it an excellent way to reach out to our Customers. **Radio provides a very direct and personal link** when speaking about who we are and what we believe in. The people at MZ Media, from our account rep to our creative contacts, get that and help us get the most from the medium...**These advertising buys anchor our media plan and provide us with a flow of business that is both steady and reliable. We highly recommend MZ Media to any business that is ready to take their revenue projections to the next level.**”

**KENZIE CAMPBELL, ROYAL HOME IMPROVEMENTS**

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“We consider AM740 a valuable member of our advertising team because they understand our business, and that’s not easy! **AM740 provides us with professional services that are delivered with the attention you get from a close friend;** their advice and guidance is invaluable in helping us reach our target audience every week.”

**JENNA HUNTER, CASINO RAMA**

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THE NEW  
**AM 740**  
*Zoomer radio*

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JANUARY 2013  
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| 9

# PROGRAM GUIDE

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*Zoomer radio*

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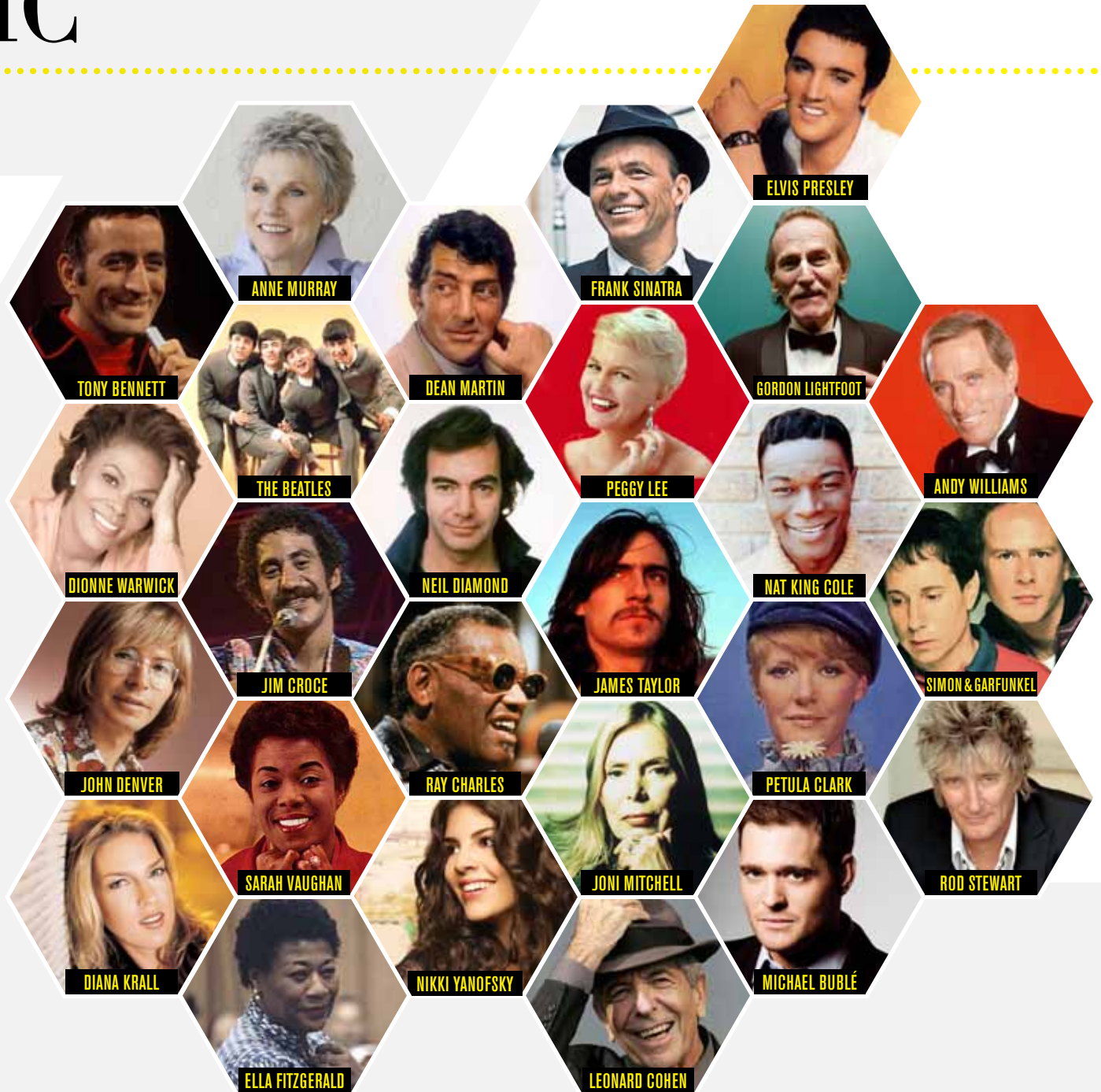
	MONDAY – THURSDAY	FRIDAY	SATURDAY	SUNDAY
6 AM	<b>THE Happy Gang</b> with Bill, Eva, John & Jane 		<b>Information Radio</b>	<b>Information Radio</b>
7 AM			From A Woman's Perspective with Marilyn Wetston	<b>Right On The Money</b> With Richard Heinrich and Mark Parlee
8 AM			<b>The Garden Show</b> with Charlie Dobbin	
9 AM			<b>Dave's Corner Garage</b> with David Redinger	<b>Sunday Showcase</b> with Murray Segal
10 AM	<b>★ Top 10 at 10</b> with The Happy Gang		<b>The Natural Health Show</b>	
11 AM	 <b>GOLDHAWK FIGHTS BACK</b> with Dale Goldhawk		<b>Live In The City</b> with Frank Proctor	<b>Zoomer Week in Review</b> with Libby Znaimer
12 PM				<b>Mike Filey's Toronto</b> with Mike Filey
12:30 PM	<b>★ Number Ones At One</b> with Norm Edwards			<b>Celebrity Spotlight</b> with Larry Jackson
1 PM	 <b>Afternoon Express</b> with Norm Edwards		<b>Saturday Sinatra</b> with Frank Proctor	<b>Vintage Favourites</b> with Gene Stevens
2 PM			<b>Applause</b> with Michael Englebert	<b>A Little Breath of Scotland</b> with Denis Snowdon
3 PM				
4 PM			<b>The British Invasion</b> with Robbie Lane	<b>Radio Erin</b> with Frankie Benson
5 PM				
6 PM	<b>Robbie Remembers</b> with Robbie Lane	<b>The Sixties At 6</b> 	<b>The Heart &amp; Soul of Rock 'n' Roll</b> with Bill Gable	<b>Big Band Sunday Night</b> with George Jonescu 
7 PM	<b>The Seventies At 7</b>	<b>Friday Night Bandstand</b> with Brian Peroff		
8 PM	 <b>Sentimental Journey</b> with Frank Proctor			<b>The Conspiracy Show</b> with Richard Syrett
9 PM	<b>THEATRE OF THE MIND</b> with Brian Peroff			
10 PM	 <b>Stardust</b> with Ziggy			
11 PM	<b>Midnight Blue</b> with Ziggy			
12 AM				
1 AM	<b>The All Night Jukebox</b> to 6am			

 /zoomerradio

 @am740

# THE MUSIC

**AM740 AIRS THE  
'BEST OF THE BEST'  
WITH A FRESH  
COMBINATION OF  
ADULT STANDARDS,  
FAMILIAR  
FAVOURITES,  
GREAT OLDIES,  
ALONG WITH  
RECENT RELEASES  
THAT FIT  
JUST RIGHT.**



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**ZOOMERMEDIA LIMITED**

JANUARY 2013  
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**11**

# THE SHOWS

THE HAPPY GANG

NORM EDWARDS



DALE GOLDHAWK

ROBBIE LANE

**UNLIKE ANYTHING ELSE ON THE DIAL! FULL-SERVICE NEWS, WEATHER, TRAFFIC AND OVER 2 DOZEN SPECIALTY SHOWS WITH DISTINCT FANS AND FOLLOWERS.**

## WEEKDAYS

**THE HAPPY GANG** Toronto's funniest morning show with hosts *Bill Gable, Eva D, John Gallagher, and Jane Brown* on the newsdesk.

**TOP TEN AT TEN** An exciting music countdown with did-you-know info you will want to share every day.

**GOLDHAWK FIGHTS BACK** Canada's best-known consumer advocate *Dale Goldhawk* fights for you! He's not afraid to name names, and demand accountability.

**NUMBER ONES AT ONE** One entire hour packed with bona-fide chart-topping #1 hit songs. Hosted by *Norm Edwards*.

**AFTERNOON EXPRESS** Host *Norm Edwards* takes the edge off your stressful drive home, with great Zoomer® music and helpful information.

**SIXTIES AT SIX & SEVENTIES AT SEVEN** Daily adventures into the ultimate Zoomer® decades of the past with great music from the 60s and 70s. Hosted by Toronto's own rock'n'roll legend *Robbie Lane*.

**SENTIMENTAL JOURNEY** Take a nostalgic cruise back in time with host *Frank Proctor* to the big bands of the 40s, the crooners of the 50s and 60s, and the greatest sentimental songs ever.

**THEATRE OF THE MIND** Classic comedies, memorable dramas, suspense, and variety all from radio's golden age. *Brian Peroff* hosts two programmes every evening.

**STARDUST** *Ziggy*, "The Diva of Romance" provides stories, poems, insight, and advice alongside the most romantic songs of all-time.

**MIDNIGHT BLUE** *Ziggy* hosts radio's only X-rated show that's naughty and nice, sexy and saucy, and full of double-entendre songs from the "rhythm" and the "blues".

**THE ALL-NIGHT JUKEBOX** We put in the quarter, and you get the songs; a terrific sampling from our huge library, with very few interruptions. Enjoy the music!

**FRIDAY NIGHT BANDSTAND** Host *Brian Peroff* celebrates the innocent early days of rock'n'roll from the mid-50s to the mid-60s. Each show includes a featured artist, a countdown from the week in a spotlight year, a half-hour of Elvis Presley at 10pm, and much more.

## SATURDAYS

**FROM A WOMAN'S PERSPECTIVE** Toronto's wardrobe Doctor, entrepreneur, and broadcaster *Marilyn Wetston* hosts a variety of guests and discusses weekly topics - all with a focus on women.

**THE GARDEN SHOW** Toronto's ONLY garden show on the radio. Hosted by green-thumb expert *Charlie Dobbins* and her able assistant *Frank Proctor*, the duo provide weekly tips for the backyard, in-home gardening, and answer caller questions.

**DAVE'S CORNER GARAGE** Dave's Corner Garage is your weekly car-care radio show, hosted by "neighbourhood mechanic" *Dave Redinger* and *Alan Gelman*.

**THE NATURAL HEALTH SHOW** Each Saturday, host *Steve Herringer*, talks about a specific health condition and some integrative/holistic approaches to dealing with the health challenges this condition presents.

THE NEW  
**AM 740**  
*Zoomer radio*

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JANUARY 2013  
ZoomerRadio.ca

| 12

CONTINUED ON NEXT PAGE

# THE SHOWS

CONTINUED FROM PREVIOUS PAGE

FRANK PROCTOR



RICHARD SYRETT



## SATURDAYS

**LIVE IN THE CITY** Great weekend Zoomer® music to accompany all your busy Saturday activities. Includes the all-request 'Diner' at noon, and lots of information and guest phone-calls about events happening "in the city" every weekend.

**SATURDAY SINATRA** Ol' Blue Eyes is still considered the greatest popular singer of all time, and we're proud to feature an hour of his endless repertoire hosted by *Frank Proctor*.

**APPLAUSE** The best of "Broadway, Hollywood and the London stage" - theatre, musicals, soundtracks, and TV themes, too. Hosted by *Michael Englebert*.

**THE BRITISH INVASION** Music from England poured into North America during the 1960s, and changed us forever. We celebrate that music, the artists, and those unforgettable times, with Toronto rock'n'roll legend *Robbie Lane* as host.

**THE HEART & SOUL OF ROCK'N'ROLL** An oldies show with SOUL - lots of it, mixed with the best rock'n'roll of the 50s and 60s. Hosted by *Bill Gable*.

## SUNDAYS

**RIGHT ON THE MONEY** Hosts *Richard Heinrich* and *Mark Parlee* serve up the ever-changing facts and figures of the financial world. Get weekly advice on how best to navigate the tricky waters of savings, investments, tax-planning, and estate management.

**SUNDAY SHOWCASE** The late Earl Warren's son, *Murray Segal*, continues in his Dad's path, with a warm and friendly Sunday morning wake-up with music, conversation, and interviews.

**ZOOMER® WEEK IN REVIEW** Host *Libby Znaimer* brings you the latest Zoomer® headlines from around the world and shines a spotlight on the key issues affecting you. You'll also get the freshest perspective from *Carp* and ZoomerMedia experts on health, wellness, and living the good life!

**MIKE FILEY'S TORONTO** Toronto historian, columnist, author, and tour-guide *Mike Filey* reminisces about our city's past, with highlight stories and some great songs from those times.

**CELEBRITY SPOTLIGHT** A detailed, in-depth look at a superstar's life and music as told by researcher/broadcaster *Larry Jackson* over the course of one fascinating hour.

**VINTAGE FAVOURITES** All of today's music has its roots in the past and host *Gene Stevens* explores those roots in swing, jazz, pop, country, blues, and rock'n'roll from the 1920s thru 1960s.

**A LITTLE BREATH OF SCOTLAND** Toronto's longest running radio program, hosted continuously for 45 years by *Denis Snowdon*, celebrates the music of Scotland from the traditional to the contemporary along with weekly news and sports results.

**RADIO ERIN** They say there's a "bit of Irish in us all." Radio Erin plays traditional and contemporary Irish music. Listen for weekly Irish news and sports, plus local Irish community events.

**BIG BAND SUNDAY NIGHT** Legendary broadcaster *George Jonescu* brings back the big band era's glory days with big hits and fascinating stories of the artists.

**CONSPIRACY SHOW** Noted conspiracy expert and veteran broadcaster *Richard Syrett*, explores the mysterious, paranormal, alien, supernatural, and conspiratorial events of our times in a fascinating, gripping, and provocative weekly programme.

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AM 740  
Zoomer radio

ZOOMERMEDIA LIMITED

JANUARY 2013  
ZoomerRadio.ca

13

# LEVERAGE THE FULL POWER OF ZOOMERMEDIA

The Zoomer generation grew up in a multi-media world – eager viewers, listeners, and readers. Now they've embraced the online world, quickly becoming Canada's largest Internet audience. ZoomerMedia Limited offers a portfolio of vehicles in all those channels – plus shows and conferences that let you engage the Zoomer consumer face to face. Talk to us about how to put all the pieces together.



## BROADCAST



Classical 96.3 FM



Classical 103.1 FM



AM740



VisionTV



The Brand New One



JoyTV

## PRINT



Zoomer® Magazine

## ONLINE



EverythingZoomer.com

REST OF NETWORK INCLUDES:  
 CARP.ca, VisionTV.ca, JoyTV.ca,  
 OneBodyMindSpiritLove.com, Goldhawk.com,  
 ZoomerRadio.ca & Classical963fm.com

## EVENTS



Toronto, Vancouver,  
 Calgary & Ottawa

Zoomershow



ideaCity Conference



ZoomerLife Conference

BROADCAST **DAN HAMILTON** | [d.hamilton@zoomermedia.ca](mailto:d.hamilton@zoomermedia.ca)

PRINT & MULTI-PLATFORM **VICTORIA WISDOM** | [v.wisdom@zoomermedia.ca](mailto:v.wisdom@zoomermedia.ca)

DIGITAL, EVENTS & CARP PARTNERSHIPS **DAVID SERSTA** | [david@zoomer.ca](mailto:david@zoomer.ca)

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JANUARY 2013  
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14

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DIRECTOR OF PROMOTIONS

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*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.*

THE NEW  
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**ZOOMERMEDIA LIMITED**

JANUARY 2013

ZoomerRadio.ca

| 15