

ZOOMER

YOUR AGE. YOUR POWER. YOUR PERSPECTIVE.

OUR CONTENT

HIGHLIGHTS

- The December/2024 January 2025 magazine was a watershed issue. It was a hit at the National Magazine Awards, winning one gold and two silver awards.
- For our Best of Canada issue, we closed out our regular print run with five celebratory newsstand covers.





ZOOMER NOW

MEDIAN AGE:

42

TOTAL AUDIENCE:

2.634M

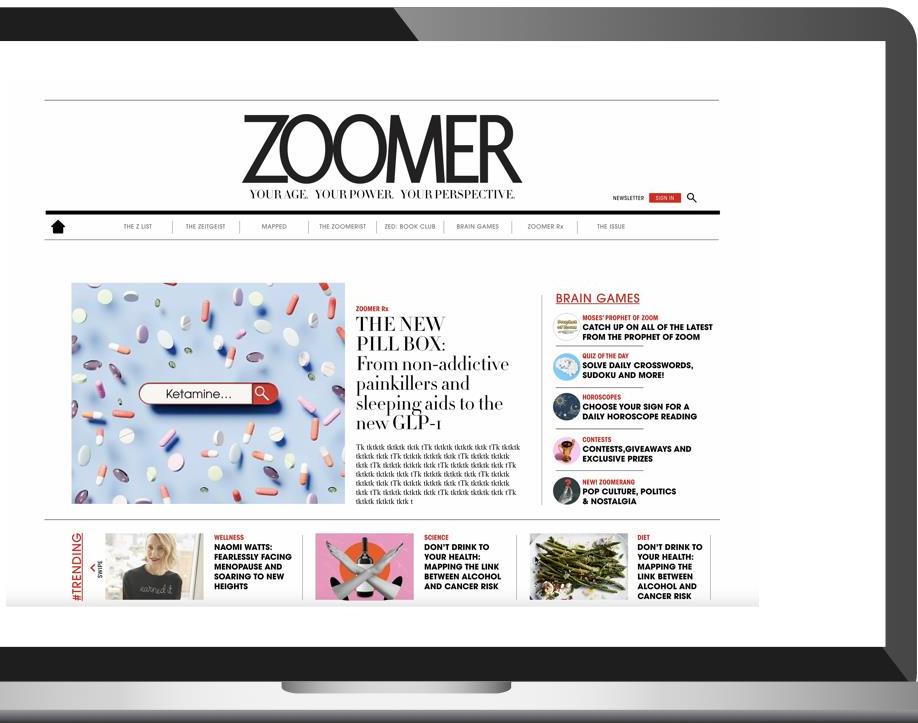
SOURCE: VIVIDATA, WINTER 2024 SURVEY OF THE CANADIAN CONSUMER

OUR CONTENT

ZOOMER.COM

With a mandate to celebrate a positive vision of aging, Zoomer magazine is a lifestyle publication for Canadians who fearlessly embrace age and life with vitality, optimism and joy. Our award-winning magazine consistently delivers readable lifestyle content written to the highest standards, rigorously researched and meticulously edited by a team of seasoned pros.

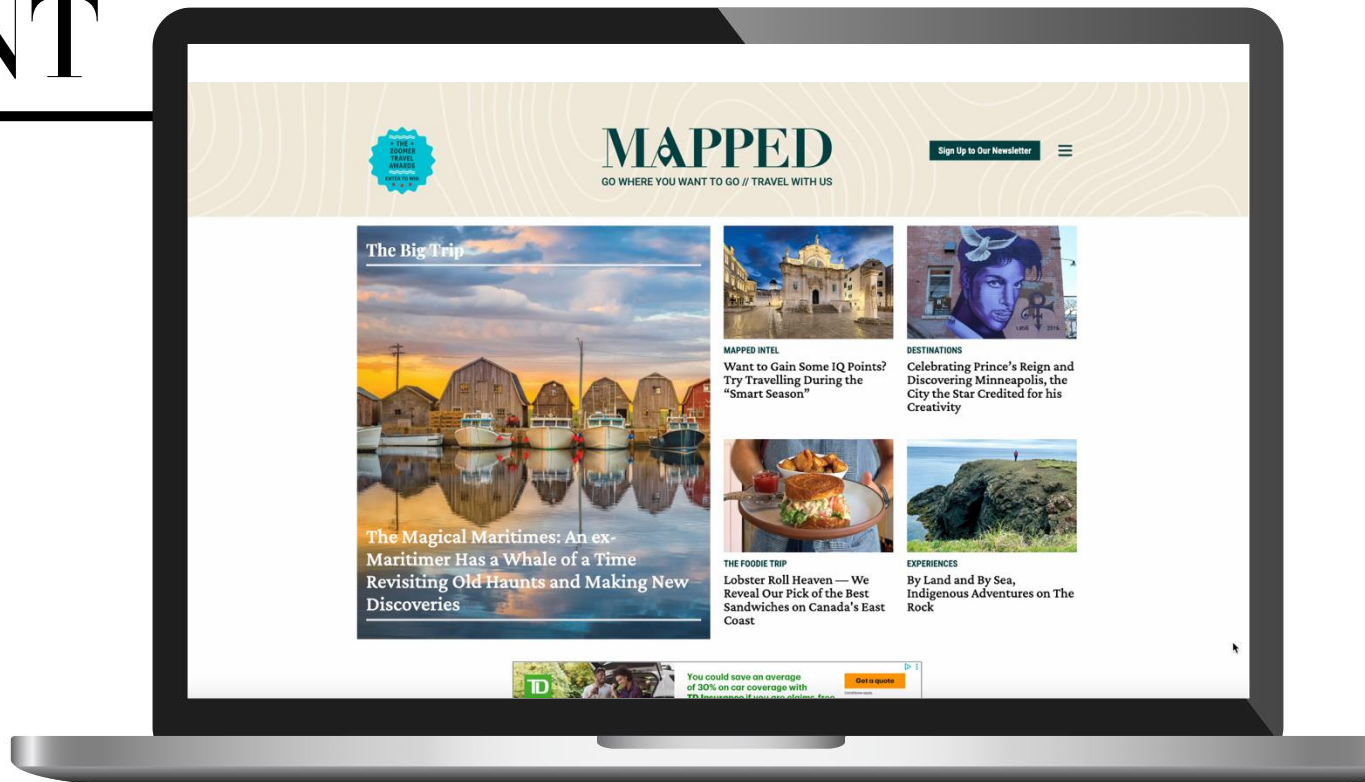
We pride ourselves on working closely with clients, stakeholders and friends-of-the-brand to create, curate, design and broadcast their messages.



OUR CONTENT

MAPPED TRAVEL HUB

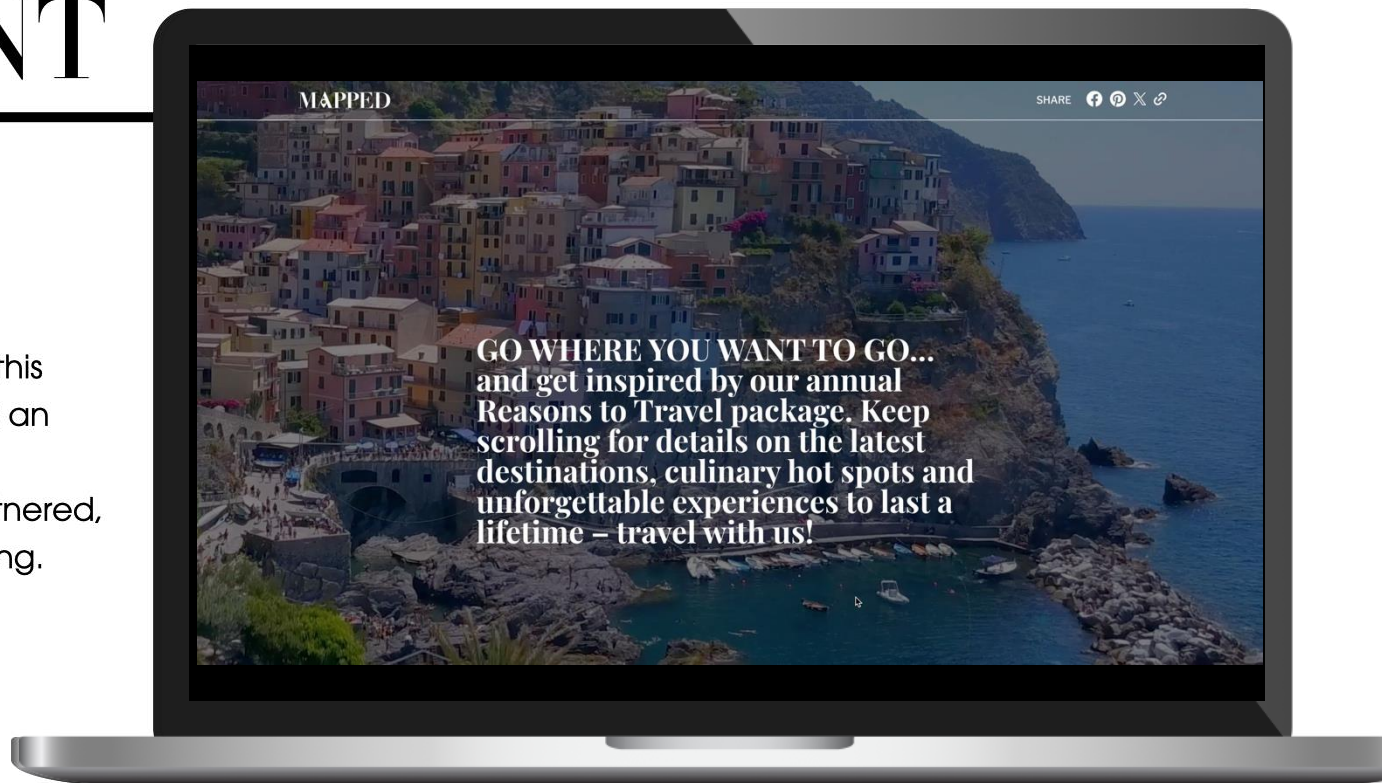
Visit our boutique hub on everythingzoomer.com and delve into a transportive environment. Luxury photography and elevated design is the gateway to in-depth travel journalism with a unique point of view, positioned as service with style, accessible to all.



OUR CONTENT

MAPPED: THE ENHANCED EXPERIENCE

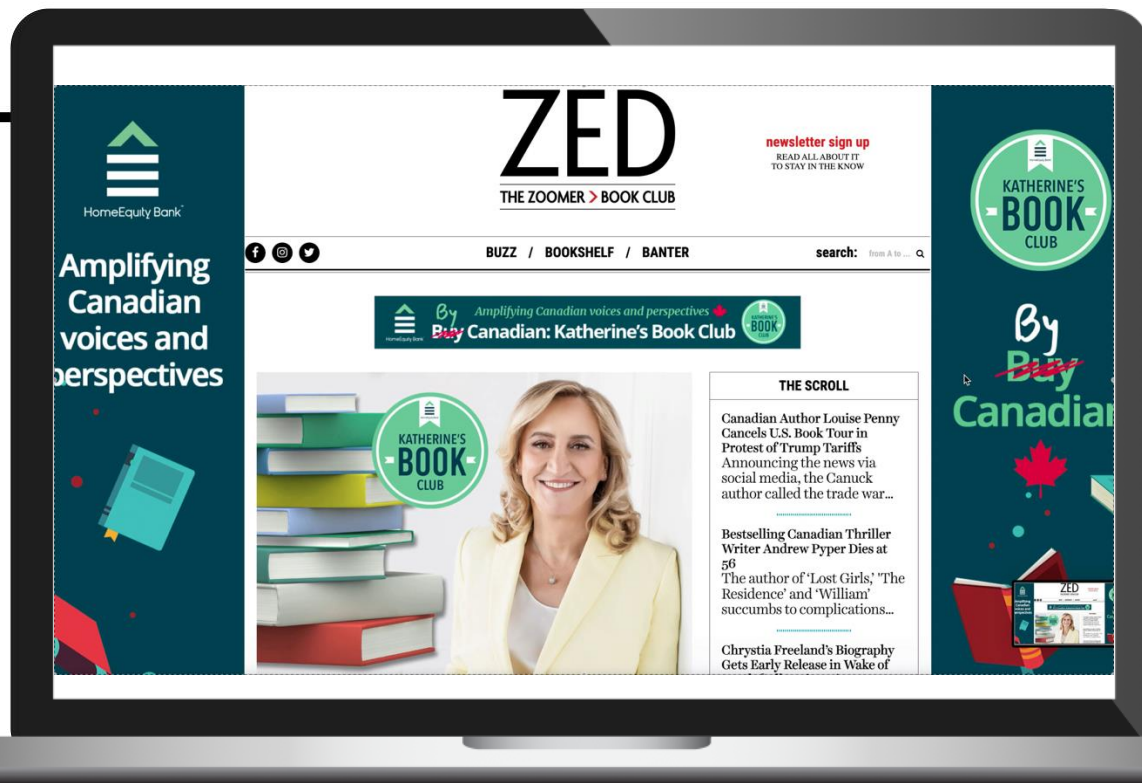
A vertical within a vertical, this full-screen visual scroll gives an impactful way to package content, be it editorial, partnered, integrated and/or advertising.



OUR CONTENT

ZED: THE ZOOMER BOOK CLUB

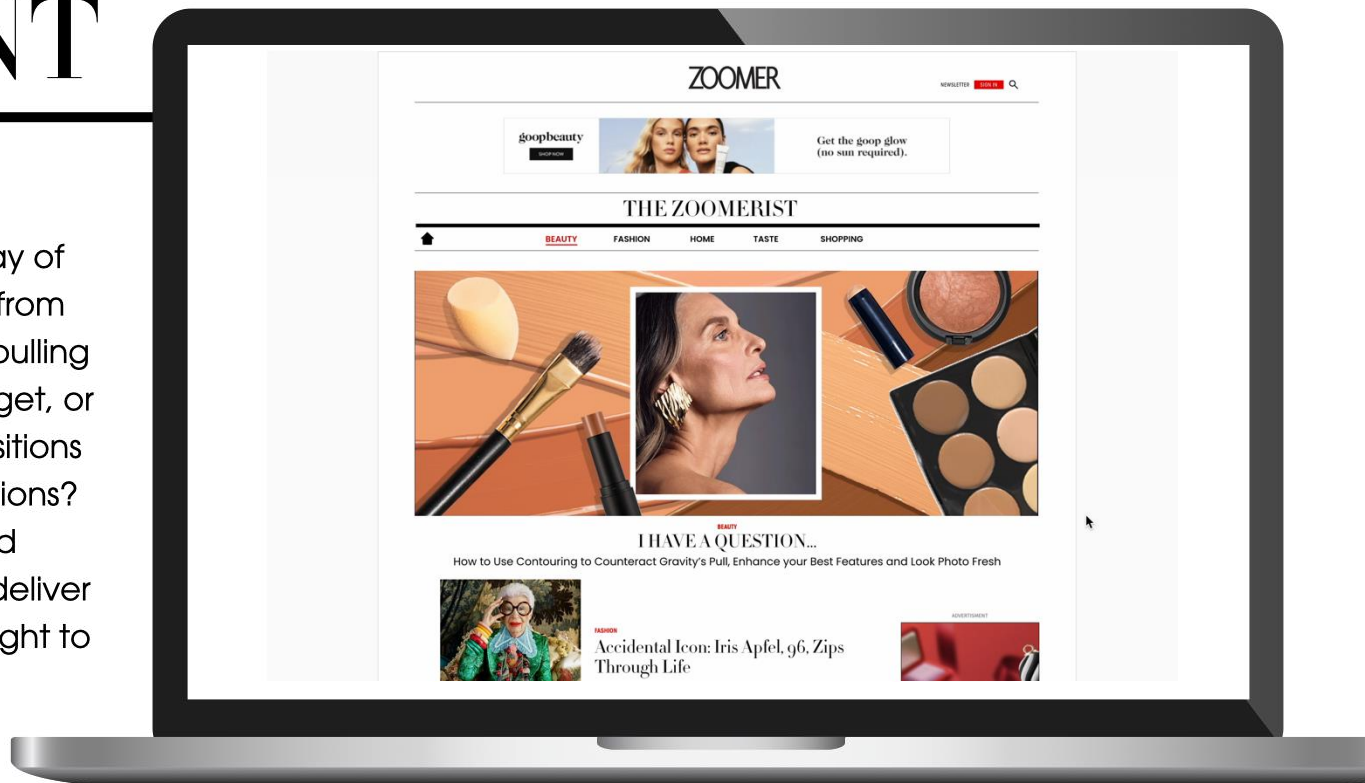
An inspired place for those who love the written word. Explore a variety of books across your favourite genres – thrillers, mysteries, romance, biographies. Learn about the big book launches, publishing trends, author news – and don't forget our must-read lists. Stay tuned as ZED engages and connects.



OUR CONTENT

THE ZOOMERIST

We carve out a different way of aging in style with attitude, from (still) wearing that miniskirt, pulling off stealth-wealth on a budget, or discovering the best sex positions for a bad back. Have questions? Reach out to our editors and we'll line up top experts to deliver the answers you need. Brought to you once a month.



OUR CONTENT

NEWSLETTERS

With 10 newsletters covering health & wellness, beauty & fashion, culture, money and more, our 533,000 newsletter subscribers are a highly engaged audience for integrated partner content.

COMBINED REACH:

533K+

SUBSCRIBERS

DISPLAY AD CPM: **\$65**

ARTICLE TILE CPM: **\$78**

WELLNESS **76K+**

TRAVEL **58K+**

MONEY **65K+**

LIVING **59K+**

NOSTALGIA **90K+**

MAPPED **26K+**

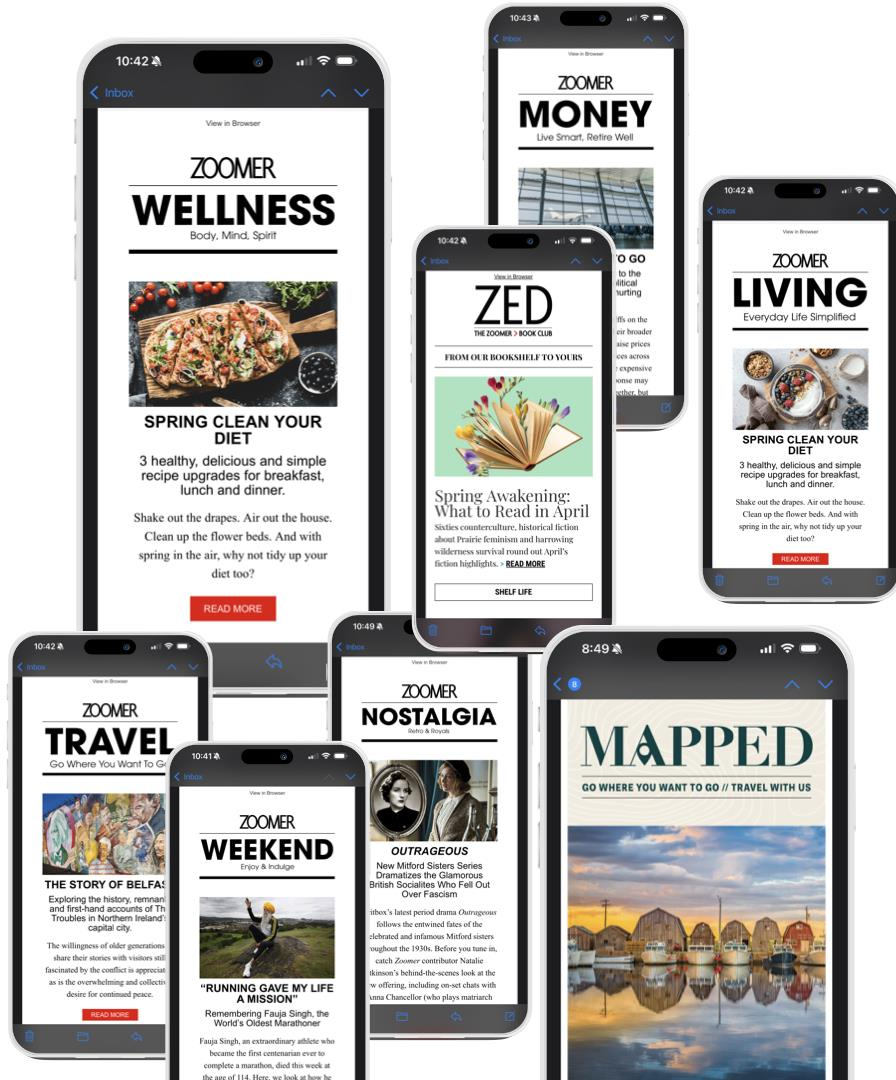
ZED: THE ZOOMER

BOOK CLUB **20K+**

WEEKEND **59K+**

THE ZONE **6K+**

PROMO EBLAST **74K+**
CPM: \$125



OUR CONTENT

SOCIAL

With accounts on all relevant platforms dedicated to our key content pillars and verticals, our social media network is a high-impact way to augment your message.

COMBINED FOOTPRINT:

840K+

FOLLOWERS

FACEBOOK

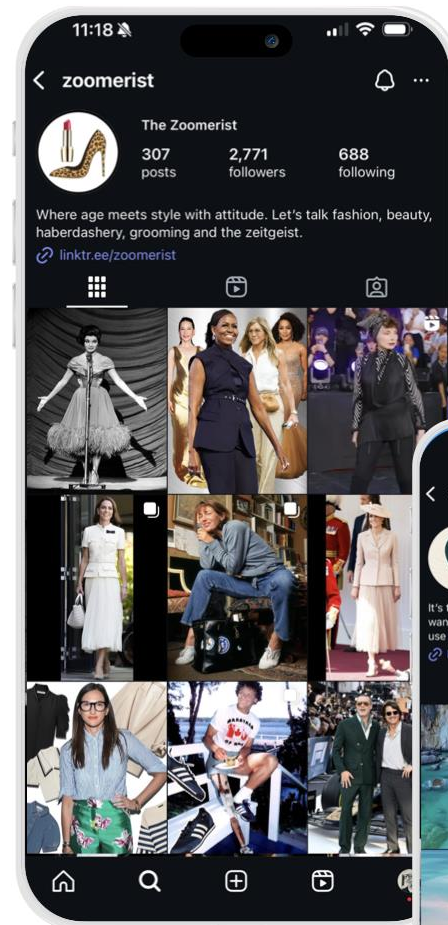
@EVERYTHINGZOOMER	106K+
@ZOOMERMAGAZINE	TBD
@IMAGESOFCANADA	27K+

INSTAGRAM

@ZOOMERMAG	18K+
@ZOOMERMAGAZINE	TBD
@ZOOMERMAPPED	116K+
@IMAGESOFCANADA	554K+
@ZOOMERIST	2.7K+

X (TWITTER)

@ZOOMER	18K+
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OUR CONTENT

PRINT SIPs

We are masters at creating and producing focused content. Our Special Interest Publications, which can be executed as print or digital hubs, speak to segmented categories that are tailored to both audience and clients' needs and are guaranteed to engage their intended targets.

COMING FEBRUARY 2026:

Our annual franchise – the “Reasons to Travel” issue – returns as a large format, premium bookazine!

Collector's Tribute Edition
ZOOMER
ELIZABETH II 1926-2022



HER GLORIOUS REIGN - HER MAJESTIC FAREWELL
Lilibet & Philip - A Love Story for the Ages, The New House of Windsor
A LIFE OF SERVICE - A LEGACY TO CELEBRATE
Queen of Canada, Queen of Style, Queen of Our Hearts
MOMENTS - MEMORIES - MILESTONES



AGES & ICONS
BRYAN ADAMS
PORTRAIT
THE 15TH ANNIVERSARY
ZOOMER MAGAZINE



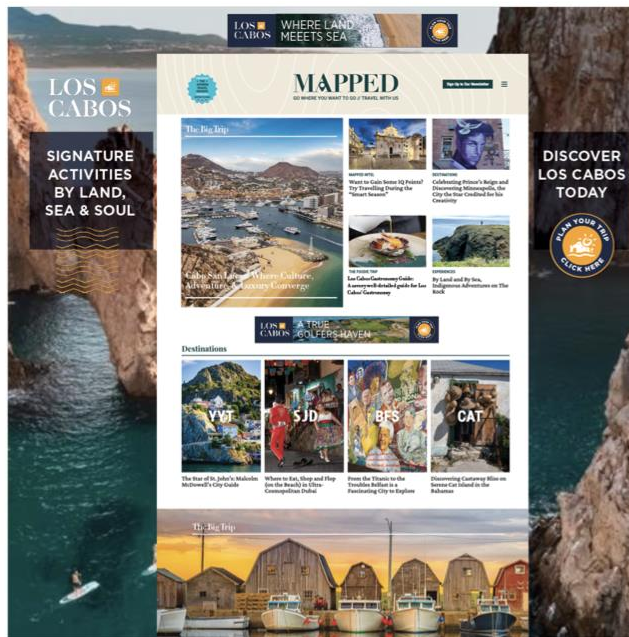
From left: Our memorial tribute to Queen Elizabeth II; a circulation premium for new subscribers; our Editor at Large, Bryan Adams' photography has helped shape our look and feel; our 2025 MAPPED TRAVEL ISSUE back cover

REVENUE OPPORTUNITIES

DIGITAL AD UNITS

Opportunity for run-of-network digital display ad units:

- Homepage takeover on main landing pages for:
 - Zoomer.com
 - MAPPED Travel
 - ZED: The Zoomer Book Club
 - The Zoomerist(example shown immediate right)
- Integrated editorial and exclusive in-article ad placement in a variety of display ad unit formats (example shown far right)

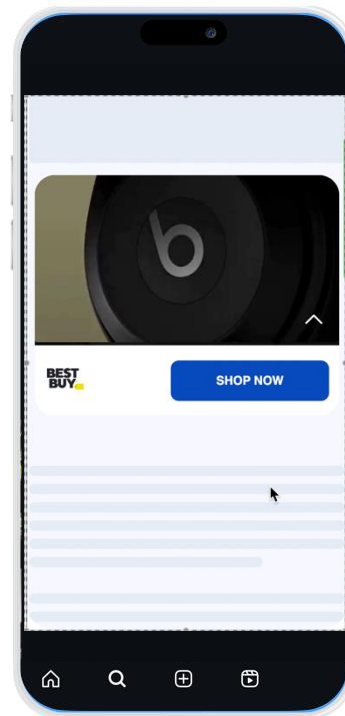
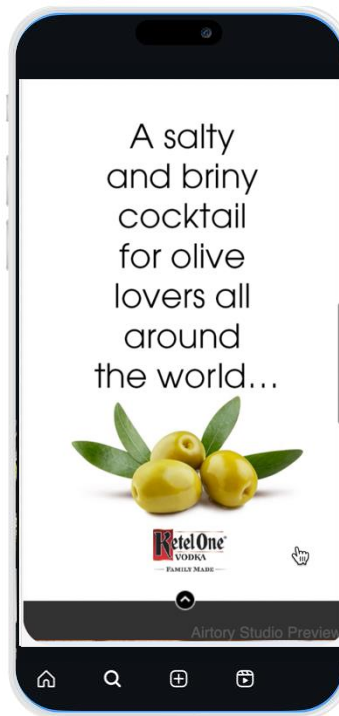


REVENUE OPPORTUNITIES

DYNAMIC AD UNITS

Branded ad units with the opportunity for advertiser integrated editorial and/or co-branded partnerships.

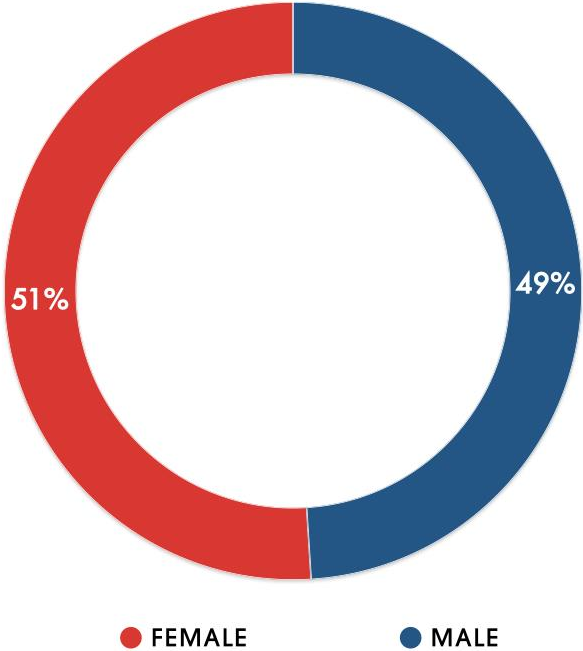
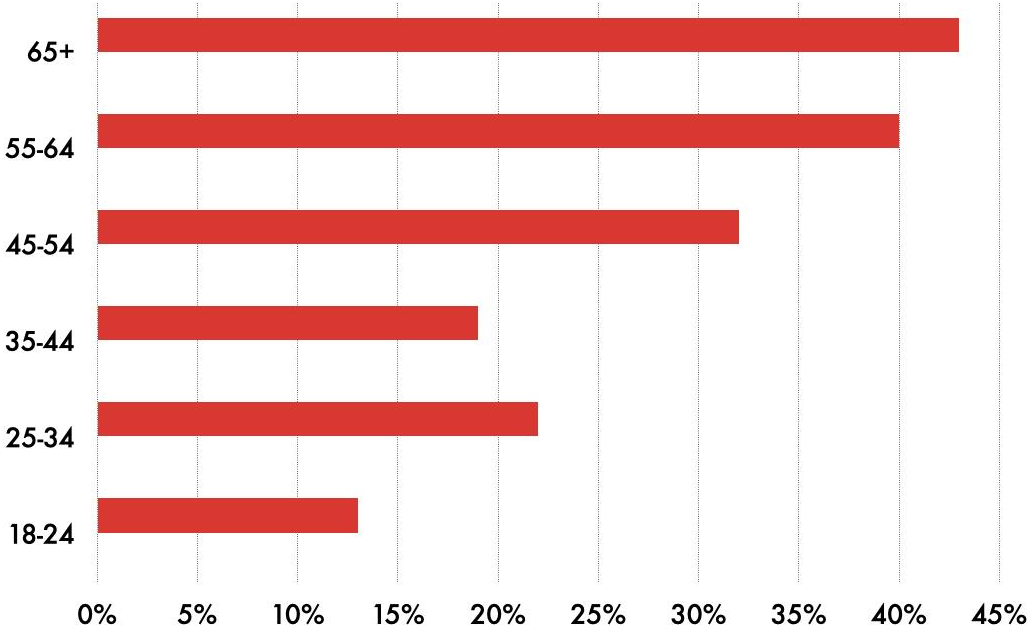
Wrapped in our editorial expertise, these units run across our digital network for maximum reach.



DEMOGRAPHICS

AGE & GENDER

July 19, 2024 - July 19, 2025

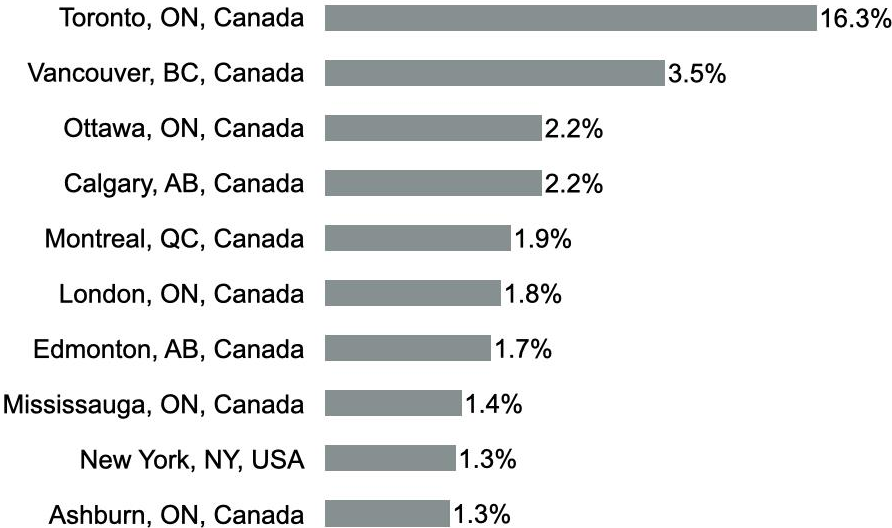


DEMOGRAPHICS

GEOLOCATION DATA

July 19, 2024 - July 19, 2025

TOP 10 CITIES



TOP 10 COUNTRIES

