

2026 MEDIA KIT

ZOOMER

YOUR AGE. YOUR POWER. YOUR PERSPECTIVE.

OUR EVOLUTION

Launched by media visionary Moses Znaimer as a glossy print publication in 2008, *Zoomer* magazine has taken its bold, thought-provoking mandate multiplatform. *Zoomer* will continue to print special interest franchise editions on a limited basis, but it is now a digital first enterprise.



Through the flagship website [Zoomer.com](https://www.zoomer.com) and our suite of vertical newsletters and social media accounts, the brand will continue to lead the conversation on aging well at every stage through award-winning content that explores the intersection of longevity, social mores, policy, finance, technology, culture and lifestyle.

ZOOMER NOW

MEDIAN AGE:

42

TOTAL AUDIENCE:

2.634M

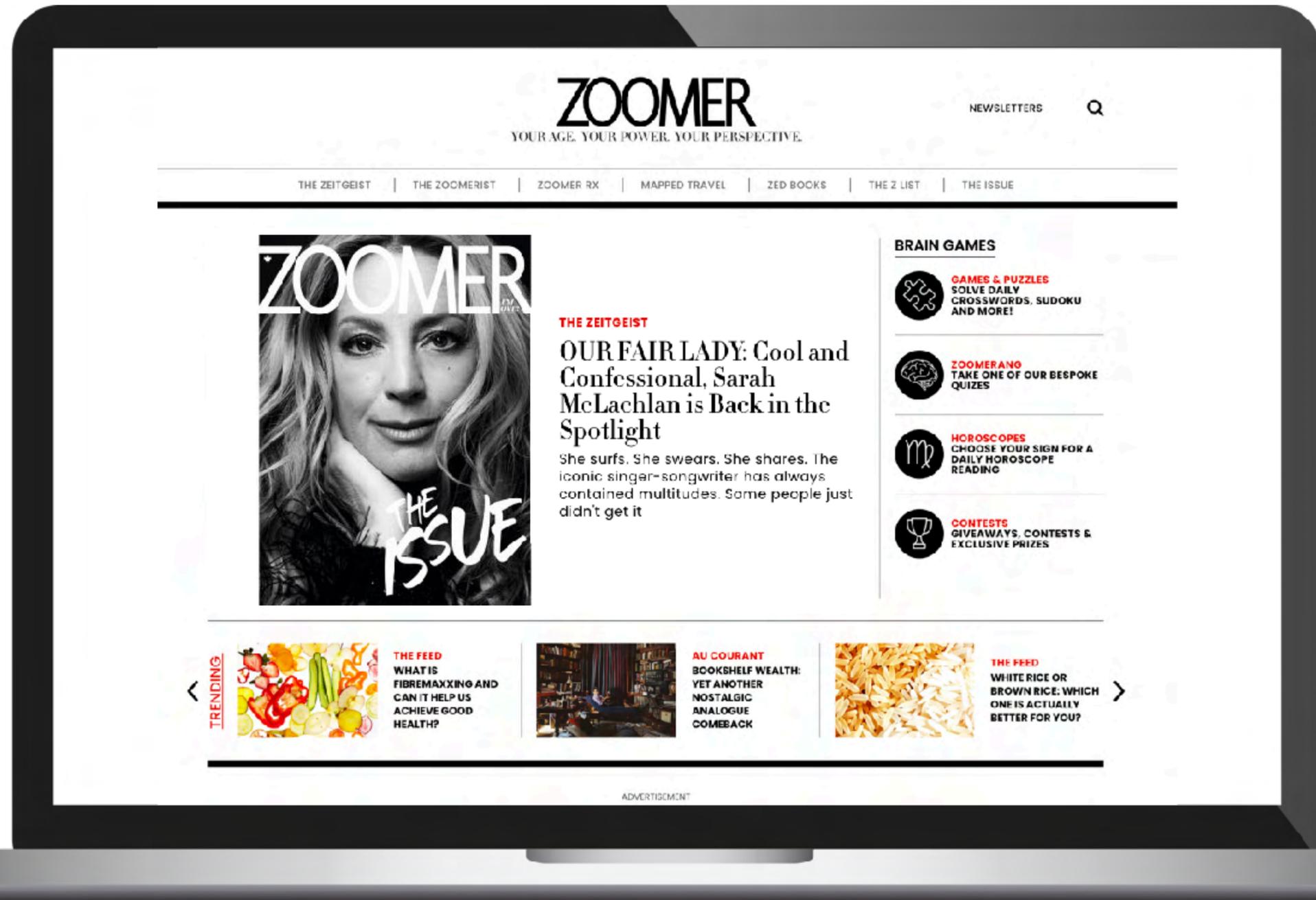
SOURCE: VIVIDATA, WINTER 2024 SURVEY OF THE CANADIAN CONSUMER



ZOOMER NOW

With a mandate to celebrate a positive vision of aging, *Zoomer* magazine is a digital lifestyle publication for Canadians who fearlessly embrace age and life with vitality, optimism and joy.

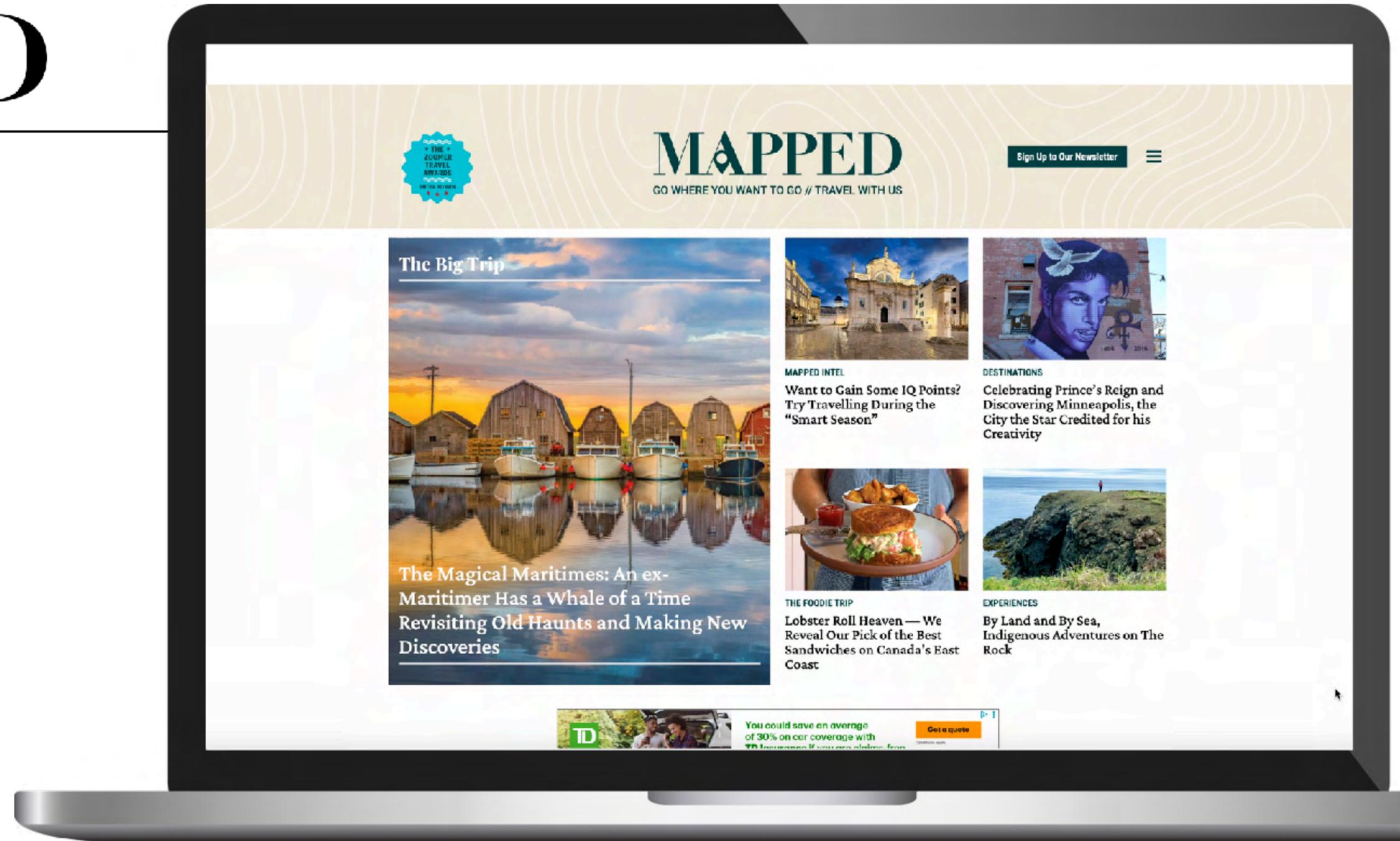
Our award-winning digital magazine consistently delivers readable lifestyle content written to the highest standards, rigorously researched and meticulously edited by a team of seasoned pros. We pride ourselves on working closely with clients, stakeholders and friends-of-the-brand to create, curate, design and broadcast their messages.



MAPPED

TRAVEL HUB

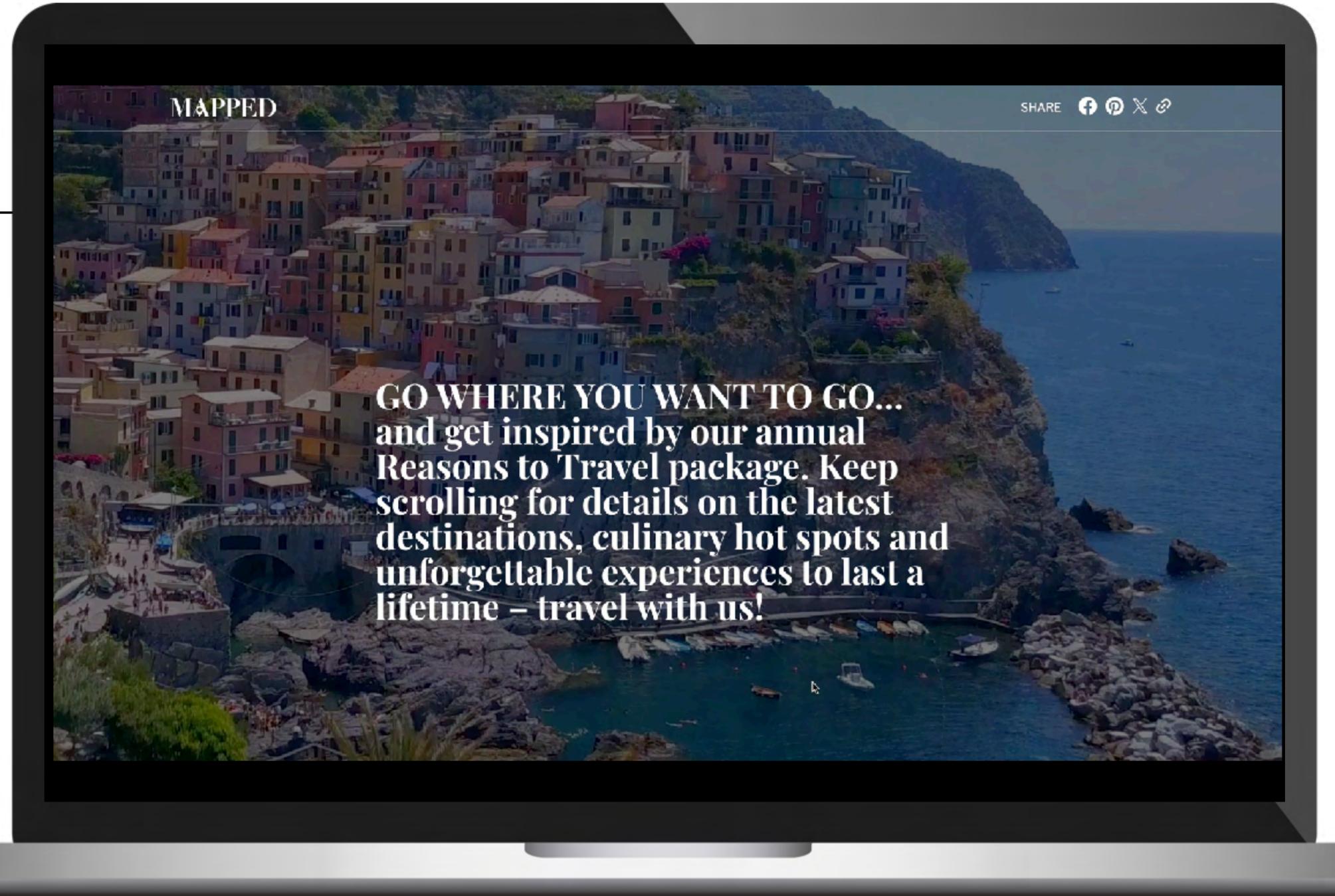
Visit our boutique hub on zoomer.com and delve into a transportive environment. Luxury photography and elevated design is the gateway to in-depth travel journalism with a unique point of view, positioned as service with style, accessible to all.



MAPPED

THE ENHANCED EXPERIENCE

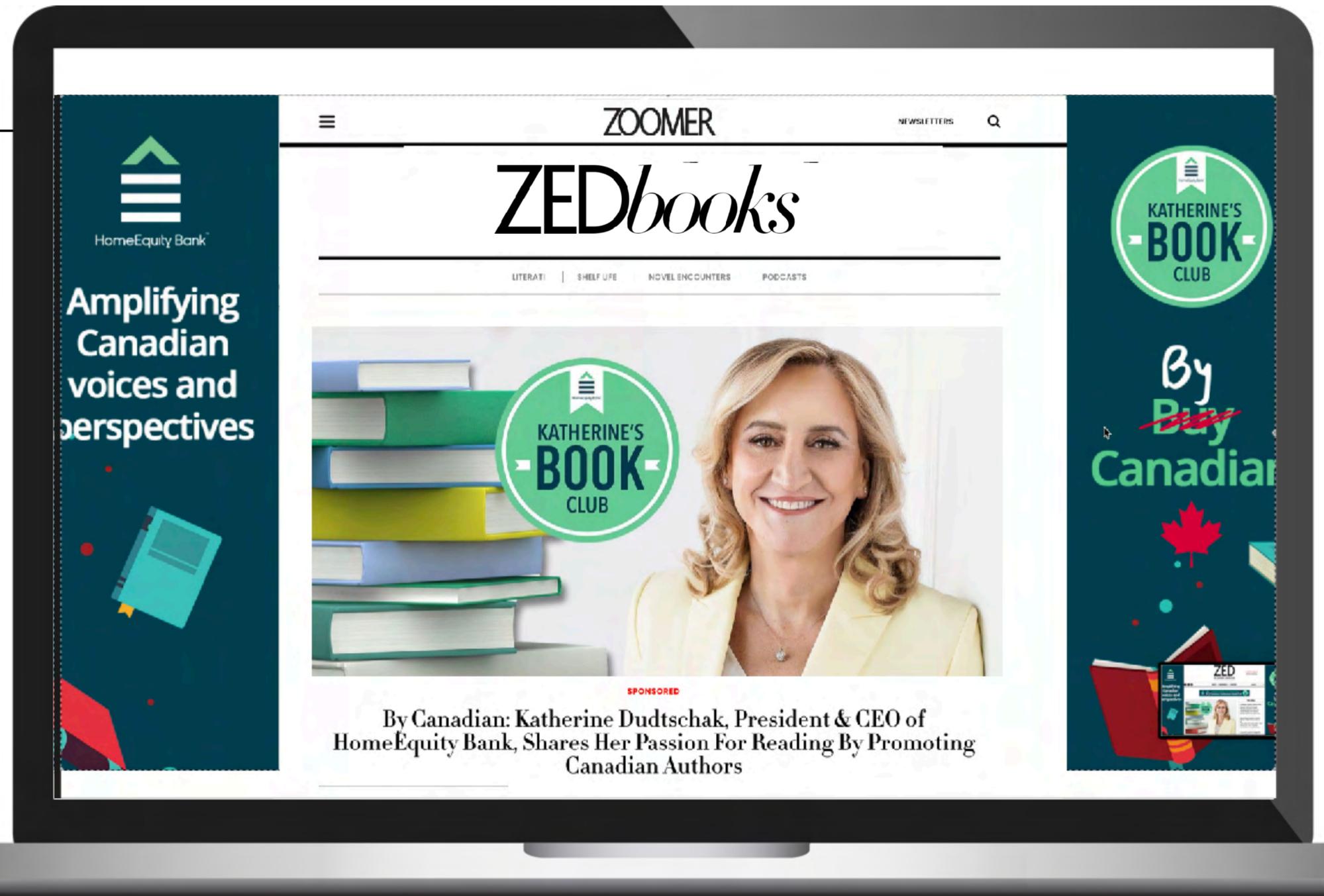
A vertical within a vertical, this full-screen visual scroll gives an impactful way to package content, be it editorial, partnered, integrated and/or advertising.



ZEDbooks

READING HUB

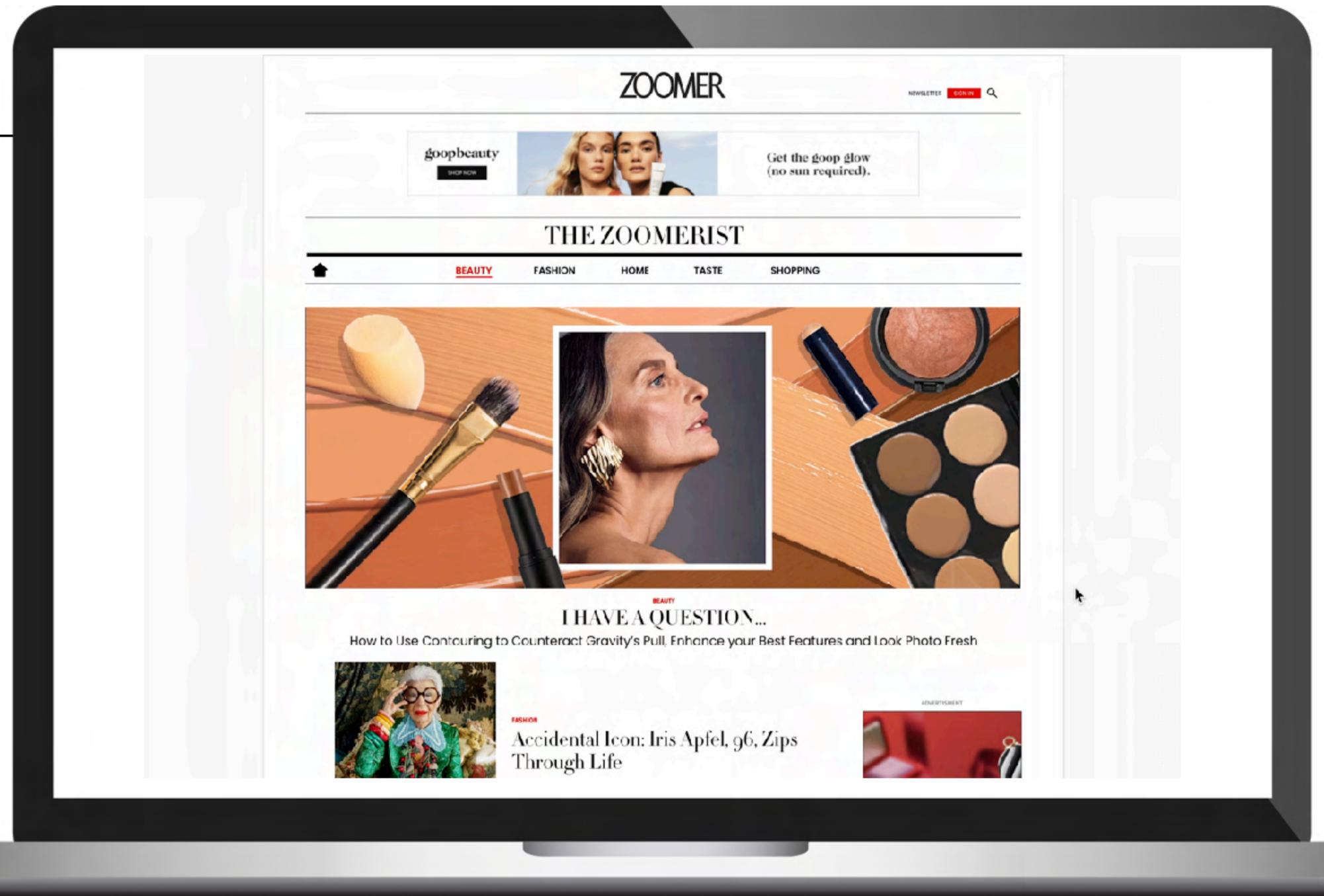
An inspired place for those who love the written word. Explore a variety of books across your favourite genres – thrillers, mysteries, romance, biographies. Learn about the big book launches, publishing trends, author news – and don't forget our must-read lists. Stay tuned as ZED engages and connects.



THE Zoomerist

LIFESTYLE HUB

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.

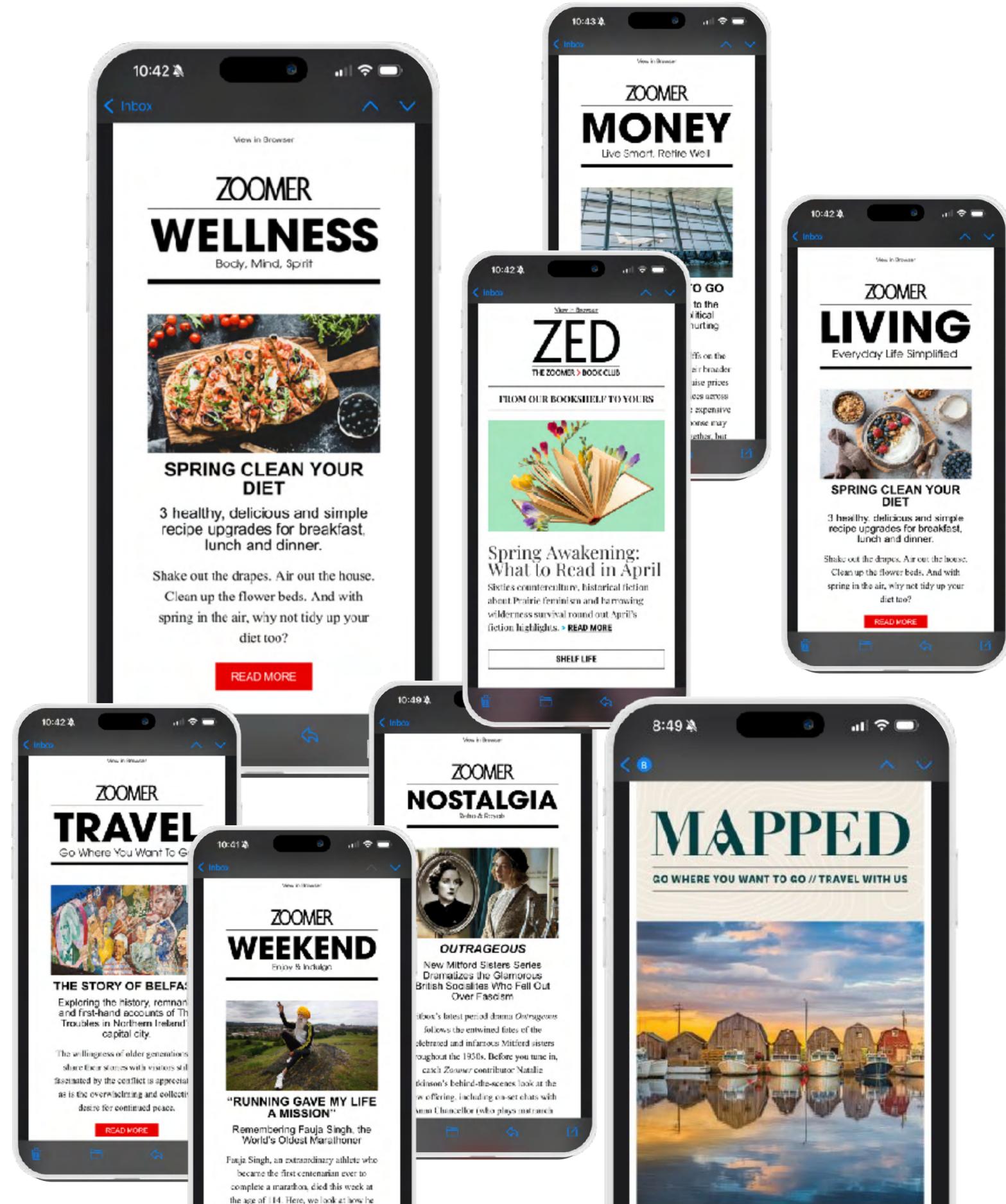


NEWSLETTERS

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

WELLNESS	76K+
TRAVEL	58K+
MONEY	65K+
LIVING	59K+
NOSTALGIA	90K+
MAPPED	26K+
ZED BOOKS	20K+
WEEKEND	59K+
THE ZONE	6K+
PROMO EBLAST	74K+



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:

914K+

FOLLOWERS

FACEBOOK

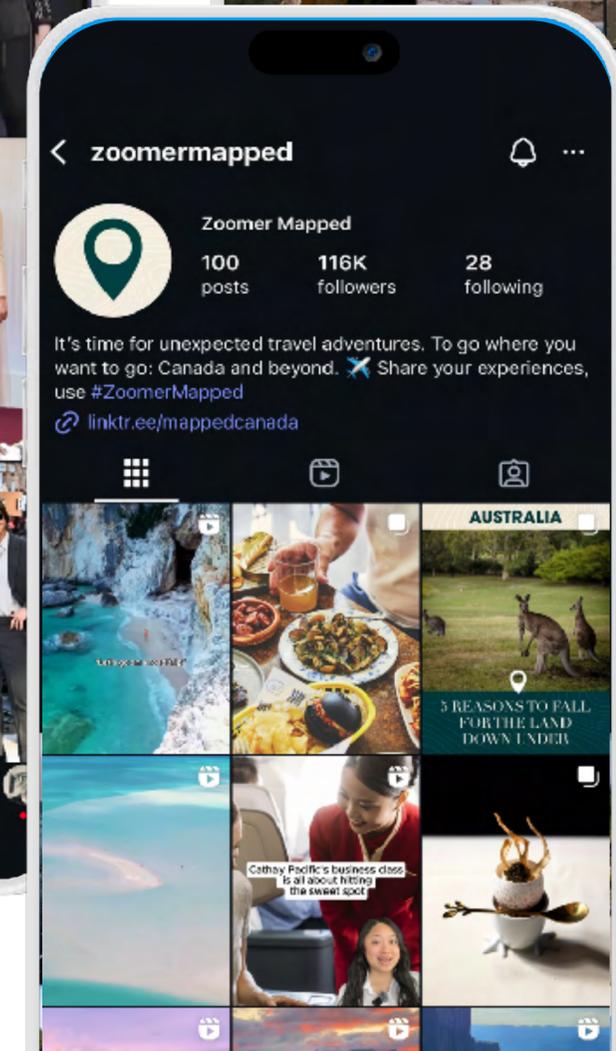
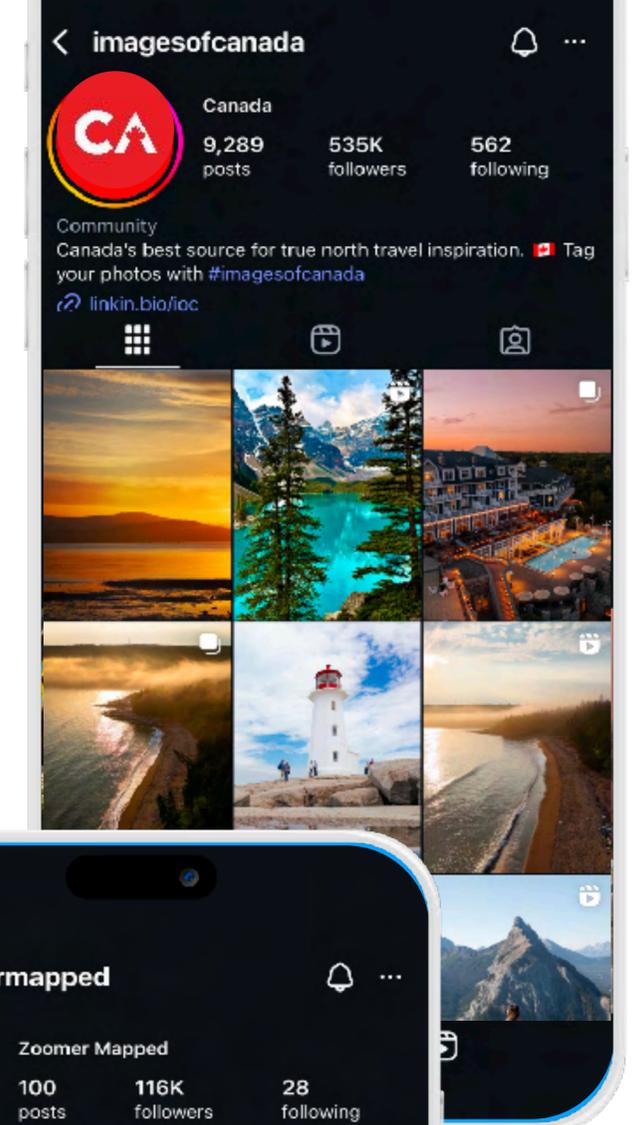
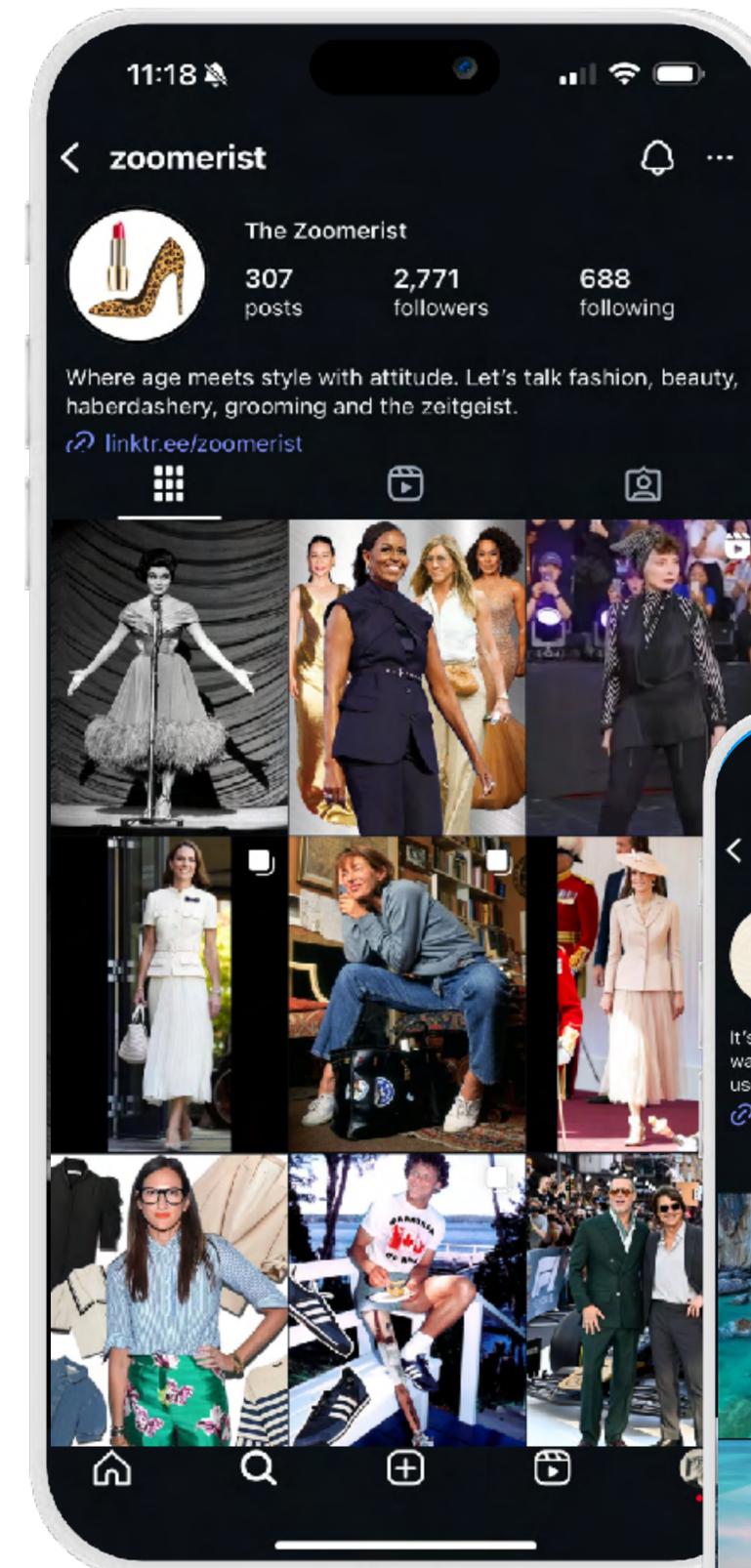
@EVERYTHINGZOOMER	106K+
@ZOOMERMAGAZINE	TBD
@MAPPEDCANADA	97K+
@IMAGESOFCANADA	27K+

INSTAGRAM

@ZOOMERMAG	18K+
@ZOOMERMAGAZINE	TBD
@ZOOMERMAPPED	114K+
@IMAGESOFCANADA	532K+
@ZOOMERIST	3K+

X (TWITTER)

@ZOOMER	17K+
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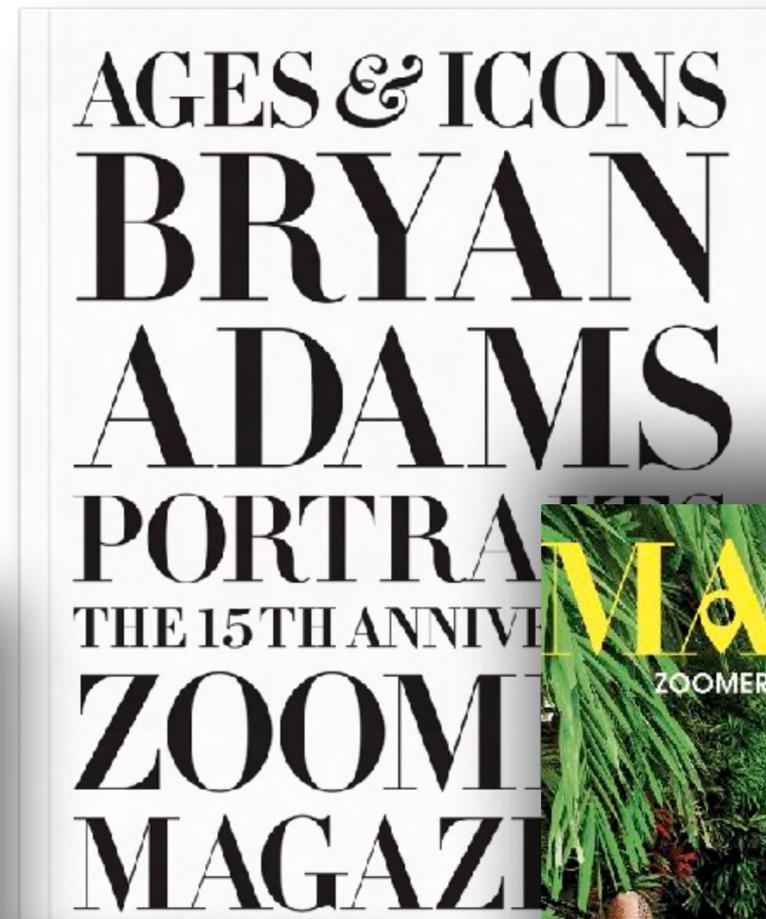


PRINT OPPORTUNITIES

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 2026:

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



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

DIGITAL AD UNITS

STANDARD

- Run-of-network IAB digital display ad units
- Homepage takeover on main landing pages for:
 - Zoomer.com
 - MAPPED travel hub
 - ZED Books hub
 - The Zoomerist lifestyle hub
- Integrated editorial and exclusive in-article ad placement in a variety of display ad unit formats

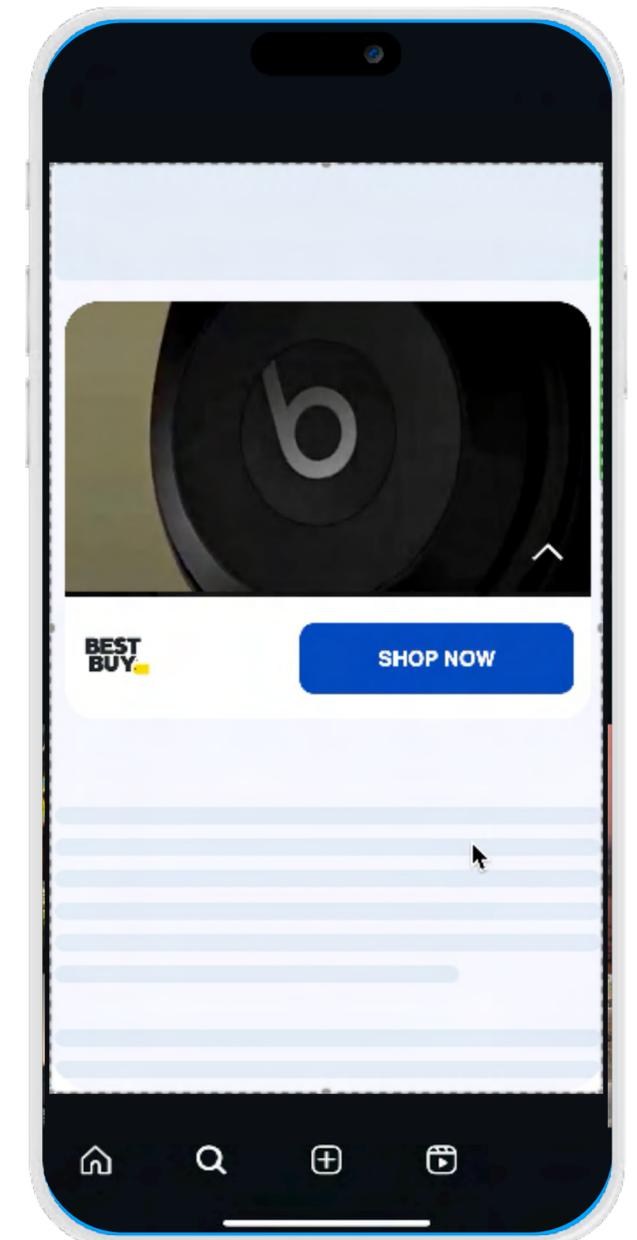
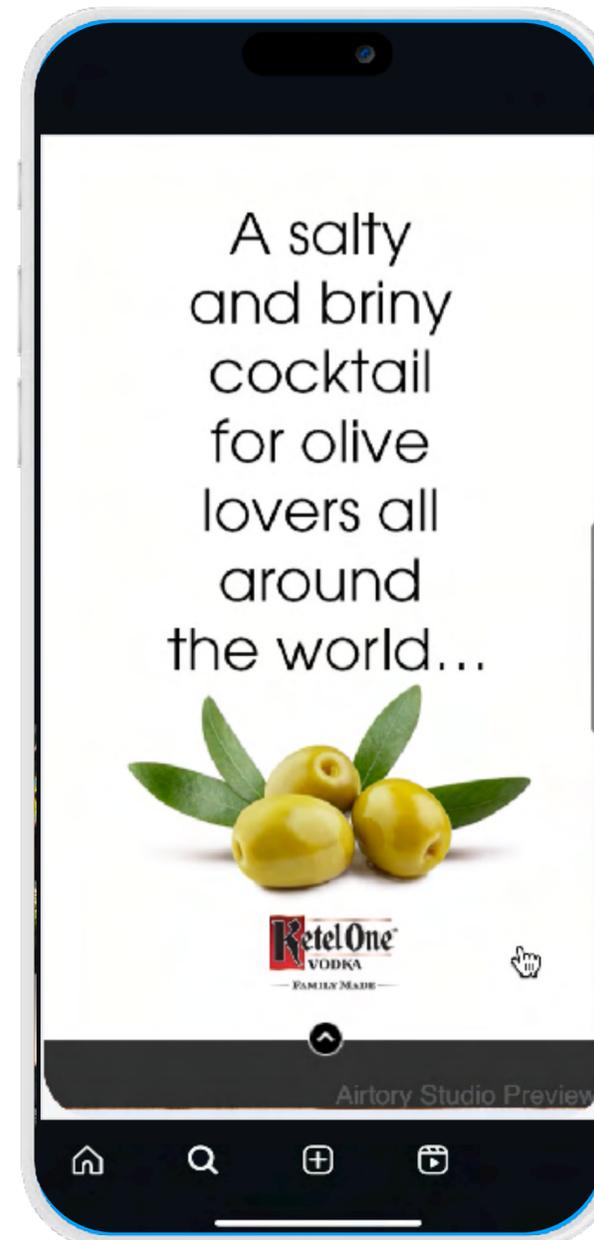
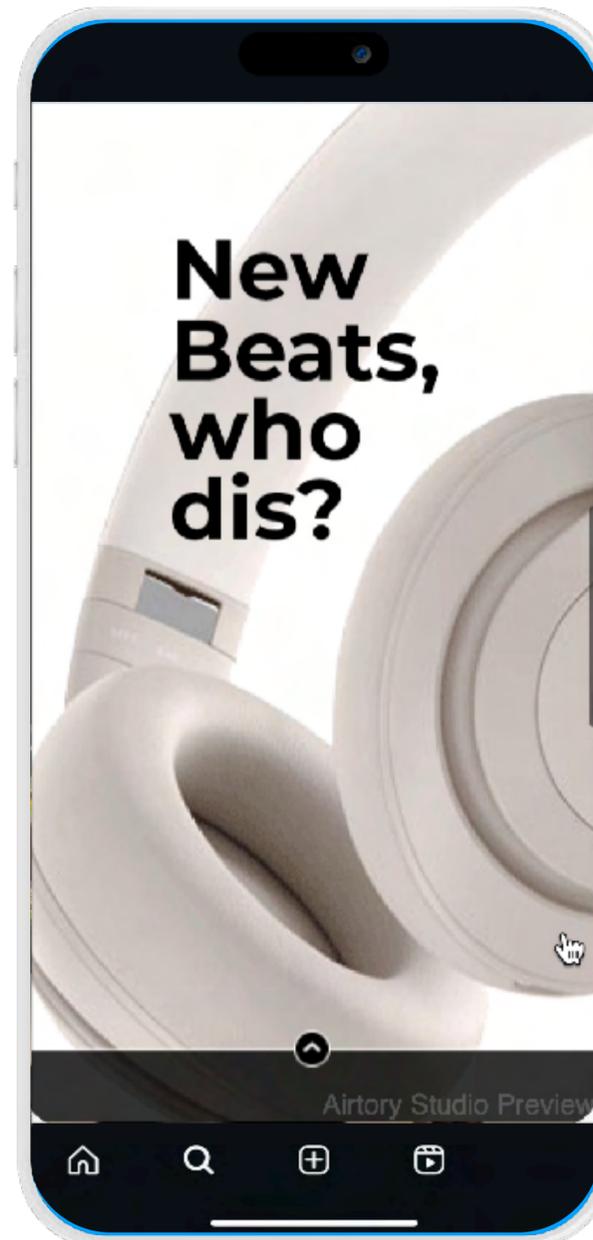
The image displays a Canada Goose advertisement layout. On the left, a man in a red parka stands against a snowy background. On the right, a screenshot of the Zoomer website homepage is shown, featuring various content blocks like 'THE ZEITGEIST', 'OUR FAIR LADY: Cool and Confessional. Sarah McLachlan is Back in the Spotlight', 'BRAIN GAMES', and 'THE ZEITGEIST' section with articles on Dan Brown and Sandra Perion. A Canada Goose logo and 'LIVE IN THE OPEN' tagline are also visible.

DIGITAL AD UNITS

DYNAMIC

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

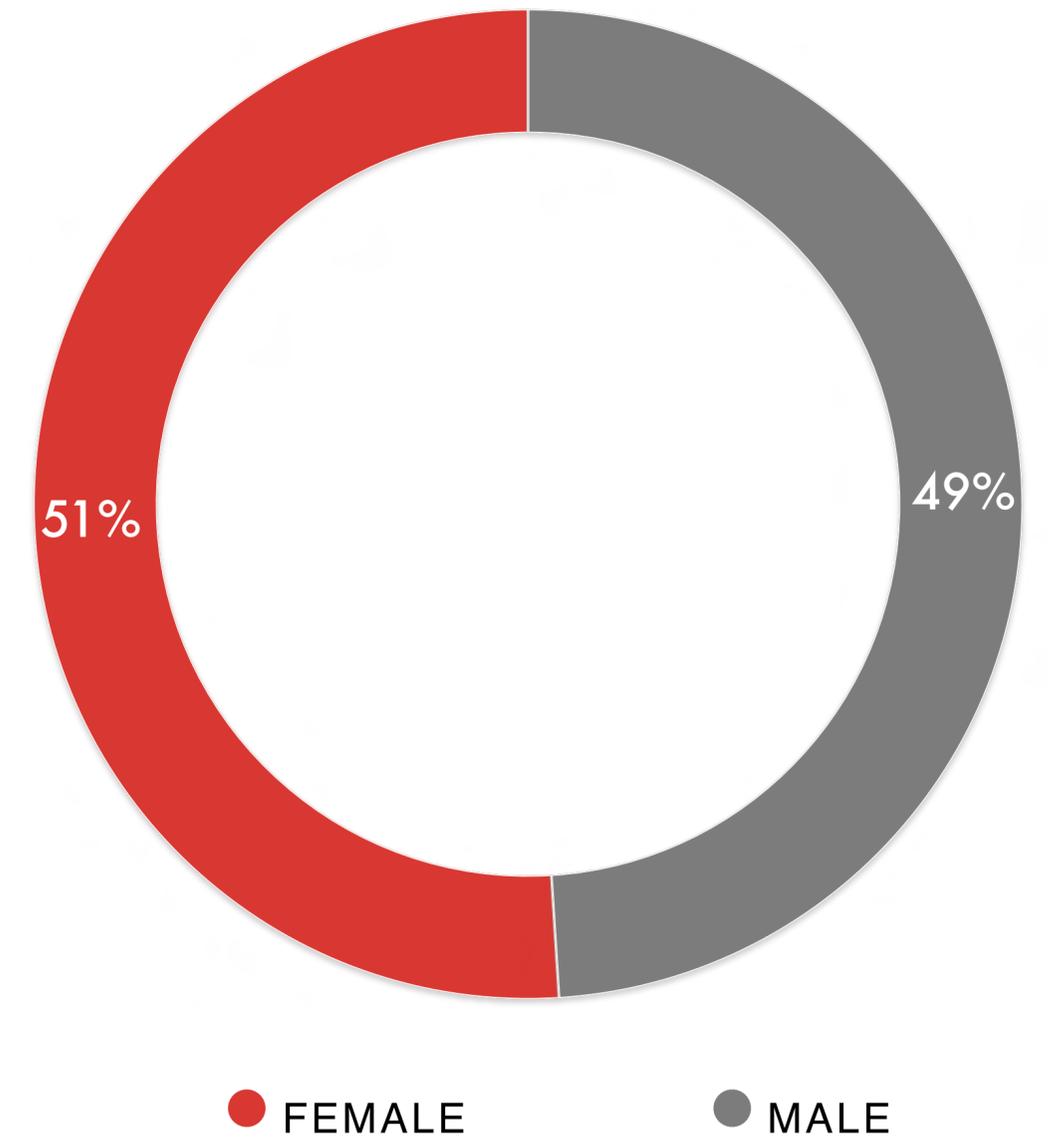
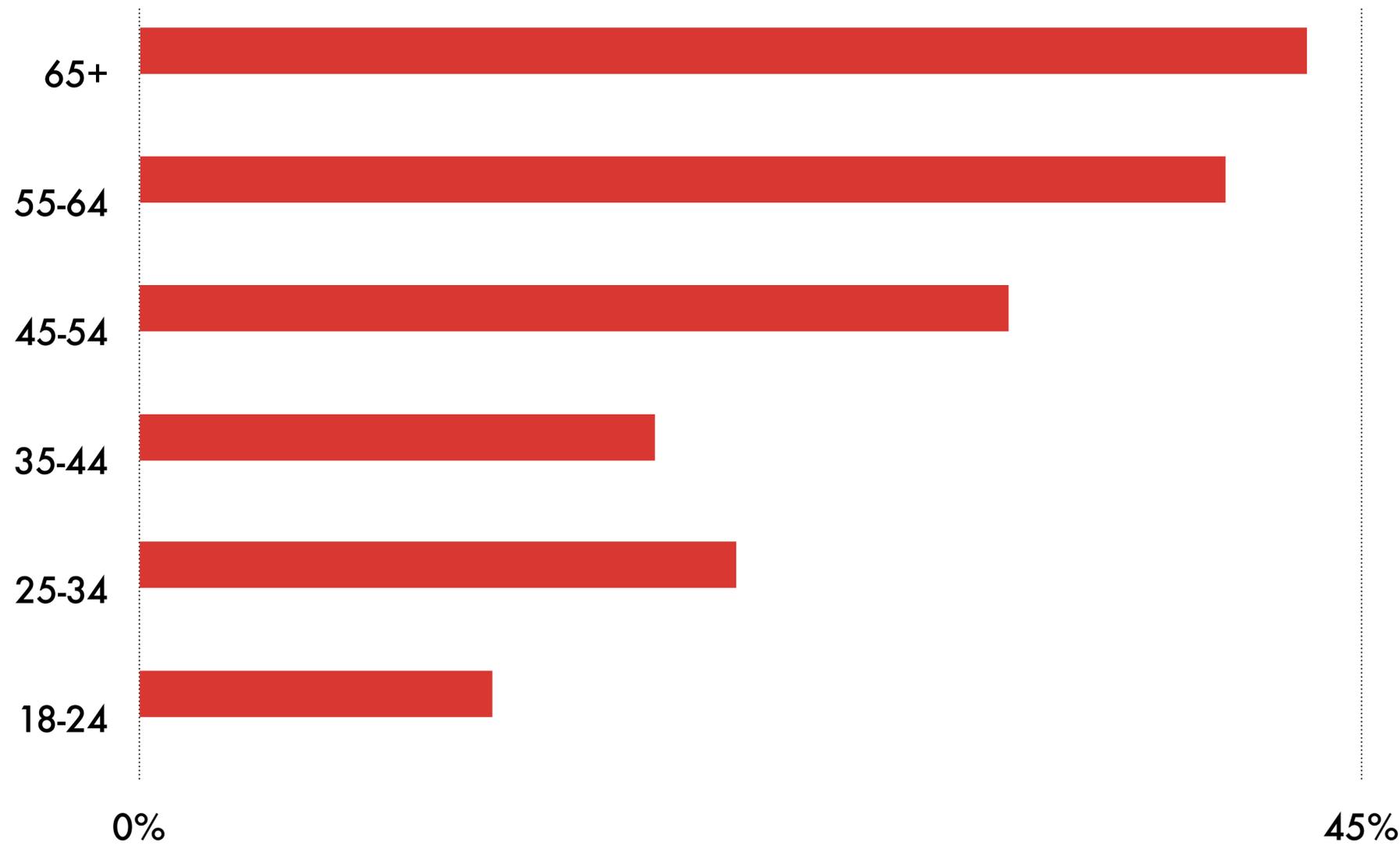
Wrapped in our editorial expertise, these units run across our digital network for maximum reach.



DEMOGRAPHICS

AGE & GENDER

July 19, 2024 - July 19, 2025

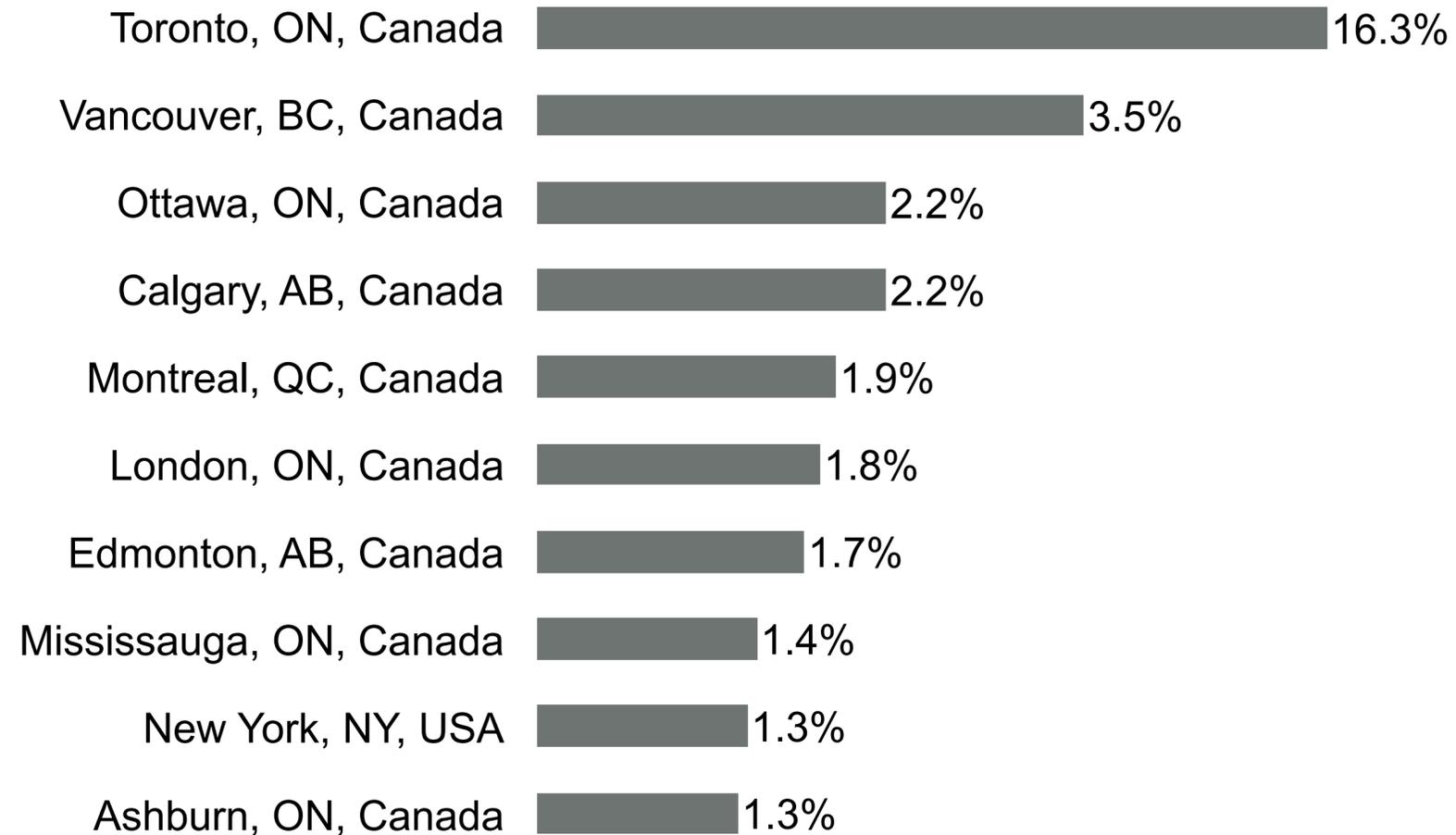


DEMOGRAPHICS

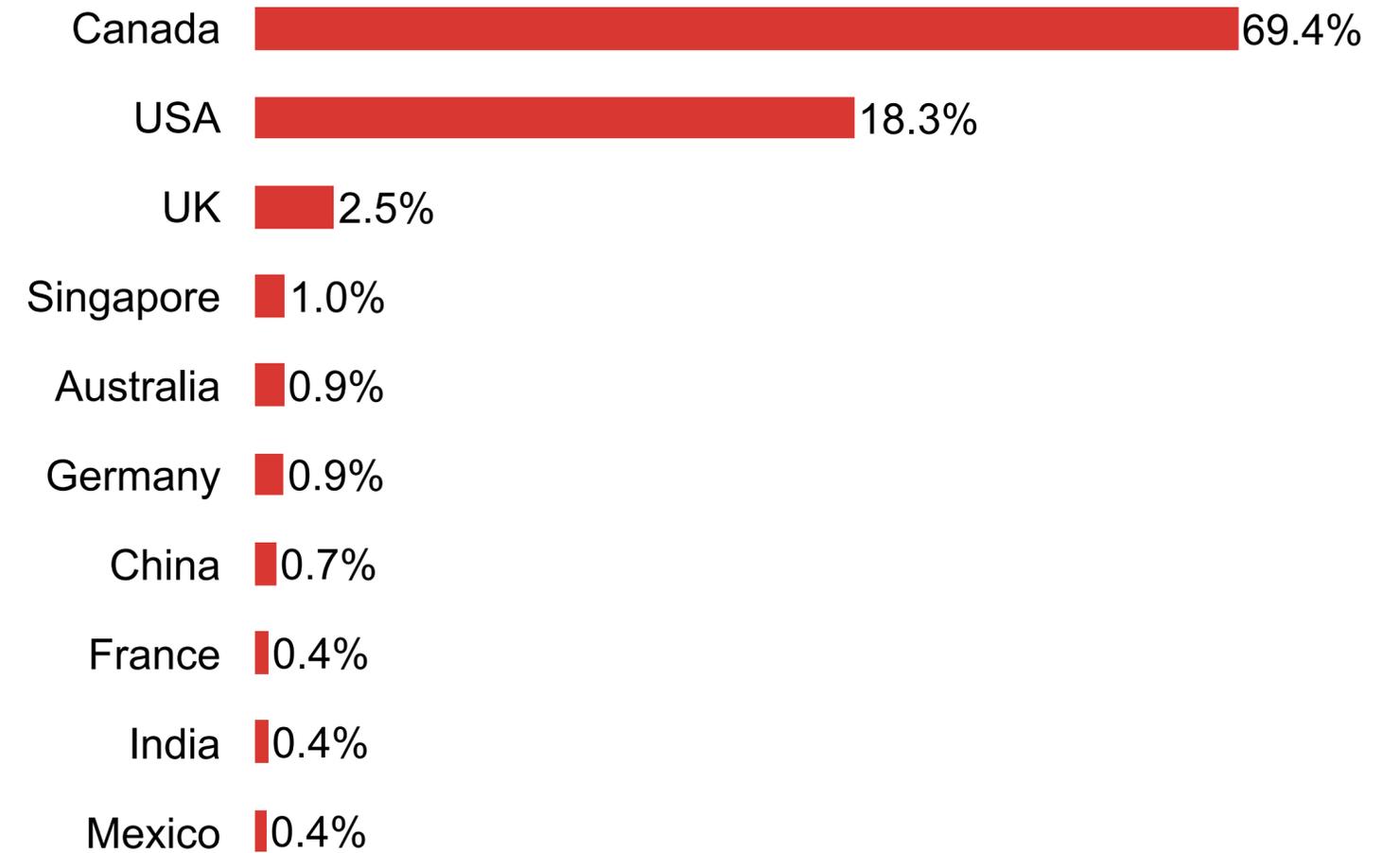
GEOLOCATION DATA

July 19, 2024 - July 19, 2025

TOP 10 CITIES



TOP 10 COUNTRIES



LET'S WORK TOGETHER!

To advertise your products and services with Zoomer.com, our newsletters, social or print opportunities, please contact:

LISA TURNEY
Senior National Account Director
Media & Integrated Partnerships

Digital | Print | Radio & Broadcast | Consumer Shows & Conferences

Email: l.turney@zoomermedia.ca | Cell: [416 999 9033](tel:4169999033)