



www.classical963fm.com

Media Kit 2012

the New **Classical**
THE NATION'S CLASSICAL STATION **96.3** fm

The Science of Classical Music

It's a beautiful thing.



➤➤ Scientific research proves classical music causes the heart beat and pulse rate to **RELAX** to the beat of the music.

➤➤ As the body becomes more relaxed and alert, the mind is able to **CONCENTRATE MORE EASILY**. Furthermore, classical music decreases blood pressure and **ENHANCES THE ABILITY TO LEARN**.

➤➤ Classical music has also been long associated with **IMPROVING MEMORY**, the information storing and processing system of the brain that derives its actions from sensory input.

➤➤ All this means, the classical radio format **CREATES AN ENVIRONMENT WHERE ADVERTISING MESSAGES NOT ONLY HAVE AN INCREASED OPPORTUNITY TO BE NOTICED, BUT ALSO ABSORBED**. And in today's highly cluttered and fragmented media landscape this is a **HUGE ADVANTAGE!**

➤➤ **CAPITALIZE ON THE POWER OF CLASSICAL RADIO — AND GROW YOUR BUSINESS TODAY!** The New Classical 96.3 fm (Toronto) and 103.1 fm (Coburg) are English Canada's only commercial radio stations playing all classical music!

Humble Beginnings

English Canada's Only All-Classical Stations

Classical 96.3 fm, home of Toronto's Classical Favourites, started its life more than a quarter of a century ago as a humble classical music station in beautiful Cobourg Ontario (still broadcasting as Classical 103.1 fm).

TODAY, THE NEW CLASSICAL 96.3 & 103.1 FM ARE ENGLISH CANADA'S ONLY ALL-CLASSICAL MUSIC RADIO STATIONS.

We offer listeners the greatest music of all time plus up-to-the minute news, weather, traffic, Zoomer® and arts reports, and uniquely intimate and interactive "Live From the Lobby Concert" performances which have featured such luminaries as Measha Brueggergosman, The Canadian Brass, piano superstars Lang Lang and Yundi, popular crossover singer Katherine Jenkins and Grammy Award-winners Josh Groban, James Ehnes and Ben Heppner.



Mission Statement

Captivating, Informative & Entertaining



➤➤ Moses Znaimer mandates a **NEW ATTITUDE** for one of the oldest art forms in Western Civilization

➤➤ **GLAMORIZE AND POPULARIZE** wonderful music to attract new audiences, while retaining core listeners.

➤➤ Mission is to be **CLASSICAL MUSIC RADIO FOR TODAY**; a voice for the vibrant present, and future, of great music and the arts in the GTA.

➤➤ We are **MOZART & MOVIE MUSIC. BACH & BERNSTEIN. OPERA & CROSSOVER**. We are recorded and we are live, bringing today's greatest performing solo artists (*Lief Ove Andsnes/Lang Lang*) and groups (*The Gryphon Trio/The St. Lawrence String Quartet*) to the audience at home and in our intimate Lobby Concert setting.

➤➤ Provide advertisers the **SHOWCASE THEIR MESSAGES DESERVE**.

➤➤ **WE SUPPORT VARIOUS COMMUNITIES** by partnering with the arts, schools and non-profit organizations.

Positioning Statement

Influential Music Now & Forever

CLASSICAL 96.3FM, PROGRAMMED BY JOHN VAN DRIEL, POPULARIZES CLASSICAL MUSIC to make it more accessible to the public at large.

REACH A BROADER AUDIENCE BY SHOWCASING POPULAR CLASSICAL MUSIC in a lively format, providing colour and context.

OFFER COMPELLING NEWS AND INFORMATION, and outreach programs to connect with the wider community.

Life at **CLASSICAL 96.3 FM, IS ABOUT REVITALIZING, ENHANCING AND DIFFERENTIATING OUR PROGRAMMING FROM THE REST.** Premier source for breaking news in the classical music world.

WE CELEBRATE COMPOSER'S LIVES through special programming. We air listener requests daily- introducing pieces and explaining musical terms in plain language.

INTERACTIVE LOBBY CONCERT IS A MUST-STOP FOR INTERNATIONALLY RENOWNED VISITING MUSICIANS AND PERFORMERS, offering a privileged perspective for our listeners too!



Meet the Zoomer®!

Classical 96.3 FM reaches a group that combines maturity with money and the desire to spend it.



ZOOMERS® ARE AN ECONOMIC FORCE TO RECKON WITH!

- They're the Canadians who are 45-plus
- It's a vast group of **14.8 MILLION**¹, representing **56%**¹ of the adult population, controlling **72%**² of Canadian Wealth and accounting for **58%**³ of consumer spending
- The under 45 have peaked as percentage of the population and will continue to decline over the next 20 years; whereas the number of **ZOOMERS® WILL CONTINUE TO GROW AND DOMINATE THE MARKETPLACE** as the entire baby boom generation turns 65
- In fact, seniors are expected to surpass the number of children aged 14 or under for the first time ever between 2015 and 2021³

Sources: ¹Statistics Canada July 2011 (Adults 20+) ²PMB Fall 2011 (Adults 18+)
³Statistics Canada

Meet the Zoomer®!

510,000 adults 45+ tune into Classical 96.3 FM for over 2.2 million hours every week!¹

NATIONAL POST

“You would think that every entrepreneur with a product to sell, every politician with votes to win and every media buying agency with clients to please would be falling over themselves to woo the Zoomer demographic. But most aren’t. They’re pitching to the “youth market” even though “youth” are fewer, poorer, and relatively powerless.” **JULY 2011**



“For the past 30 years, the advertising industry has worshipped at the altar of youth - because people 18 to 49 have the most disposable income. There’s only one small problem with that - it isn’t true. People 55+ spend the most money in almost all categories. They buy the most cars, spend the most on electronics, and control the most wealth. Yet advertisers aren’t chasing them.” **MAY 2011**

IN CATEGORY AFTER CATEGORY, IT WOULD BE IMPOSSIBLE TO REACH YOUR SALES OBJECTIVES WITHOUT INCLUDING THE ZOOMERS® AS A KEY TARGET AUDIENCE:

➤➤ They account for **67%²** of all homeowners and **84%²** of all mortgage free homeowners

➤➤ They represent nearly **TWO-THIRDS (62%²)** of all those who personally hold Stocks, RRSPs and Mutual Funds

➤➤ They represent **57%²** of heavy international vacation travelers

➤➤ They are the **LARGEST MARKET FOR AUTOMOBILES³**

➤➤ They are the **LARGEST MARKET FOR HEALTH & WELLNESS PRODUCTS** – **70%⁴** of all OTC product purchases, **80%⁴** of all health care product purchases, and **72%²** of all prescriptions filled in the past 6 months

Sources: ¹BBM PPM (R2 2012) November 28, 2011 - February 26, 2012, Full Coverage, Mo-Su 5a-1a, Average Weekly Cume, A45+ ²PMB Fall 2011 (Adults 18+) ³PMB Fall 2011 (greater share of recent spending over adults 18-49) ⁴Statistics Canada



Audience Profile

A cut above the rest.

NO. 1
STATION IN TORONTO
Net Worth (\$642,000)[†]

NO. 3
STATION IN TORONTO
Time Spent Listening![‡]



Affluent, Educated & Influential

% COMP

- 46% Male Listeners & 54% Female Listeners
- 80% own their home
- 76% are principal grocery shoppers
- 73% have travelled on vacation in the past year
- 72% are home improvement spenders
- 68% are mortgage free homeowners
- 63% invest in stocks/mutual funds
- 62% are university+ educated
- 32% are managers/owners/professionals/executives*
- 29% have a household income greater than \$100,000*

Premium Prospects

INDEX

- 358 Post-Grad Educated
- 259 Attend Musical Concerts
- 224 Attend Live Theatre/Ballet/Opera/Art Gallery/Museum
- 186 Principal Grocery Shopper
- 182 Invest in stocks/mutual funds
- 154 Foreign Vacation Travel Past Year
- 152 Savings & Investments Valued over \$100,000**
- 139 Own homes valued over \$1.0 million**
- 136 Mortgage Free Home Owners
- 122 Senior Managers/Executives
- 113 HHI \$150,000+
- 111 Fine Dining Past 30 Days

Source: BBM PPM (R1 2012) November 28, 2011 - February 26, 2012, Toronto Cntrl, Mo-Su 5a-1a, A 12+ *Working households **BBM RTS Toronto Fall 2011, Adults 12+ †BBM RTS Toronto Fall 2011, A 12+. Calculated as average savings & investments + average home value - average debts & liabilities *Rank in comparison to all other commercial radio stations in Toronto (Toronto Central audience)

Age Profile

- ◆ 12-17.....2%
- ◆ 18-34.....11%
- ◆ 35-44.....9%
- ◆ 45-54.....11%
- ◆ 55-64.....17%
- ◆ 65+52%



AVERAGE AGE: 53

Audience Profile

Not All Listeners Are Created Equal

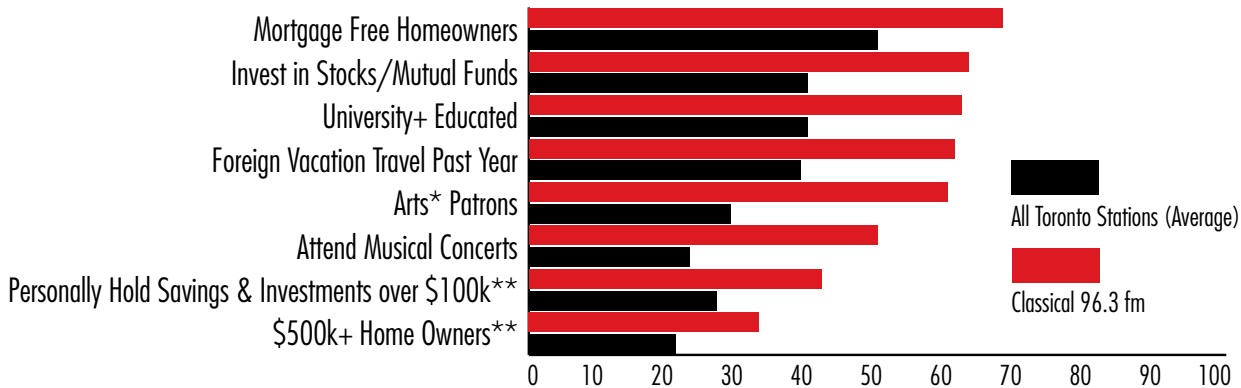


➤➤ In format, classical radio reaches an affluent, professional, well-educated and cultured audience.

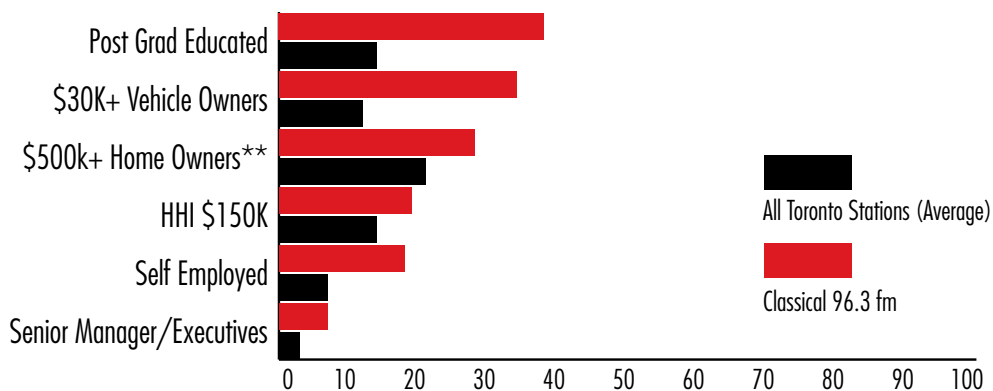
➤➤ Classical things are often seen as ordered, refined and part of high culture or a golden age.

➤➤ Similar principles of excellence define those who are avid listeners of classical music, setting them apart from the average radio listener.

ADULTS 12+ AUDIENCE COMPOSITION ANALYSIS (% COMPOSITION)



ADULTS 25-54 AUDIENCE COMPOSITION ANALYSIS (% COMPOSITION)



Sources: (1) BBM PPM (R1 2012) November 28, 2011 - February 26, 2012, Toronto Central, Mo-Su, 5a-1a, % Comp A12+ & A25-54
 *Attend Live Theatre/Ballet/Opera/Art Gallery/Museum (2) **BBM RTS Toronto Fall 2011

Coverage Area

936,000 listeners tune into Classical 96.3 fm for over 2.8 million hours every week!*

DAILY REACH

351,000 Full Coverage 259,000 Toronto Central

WEEKLY REACH

936,000 Full Coverage 677,000 Toronto Central

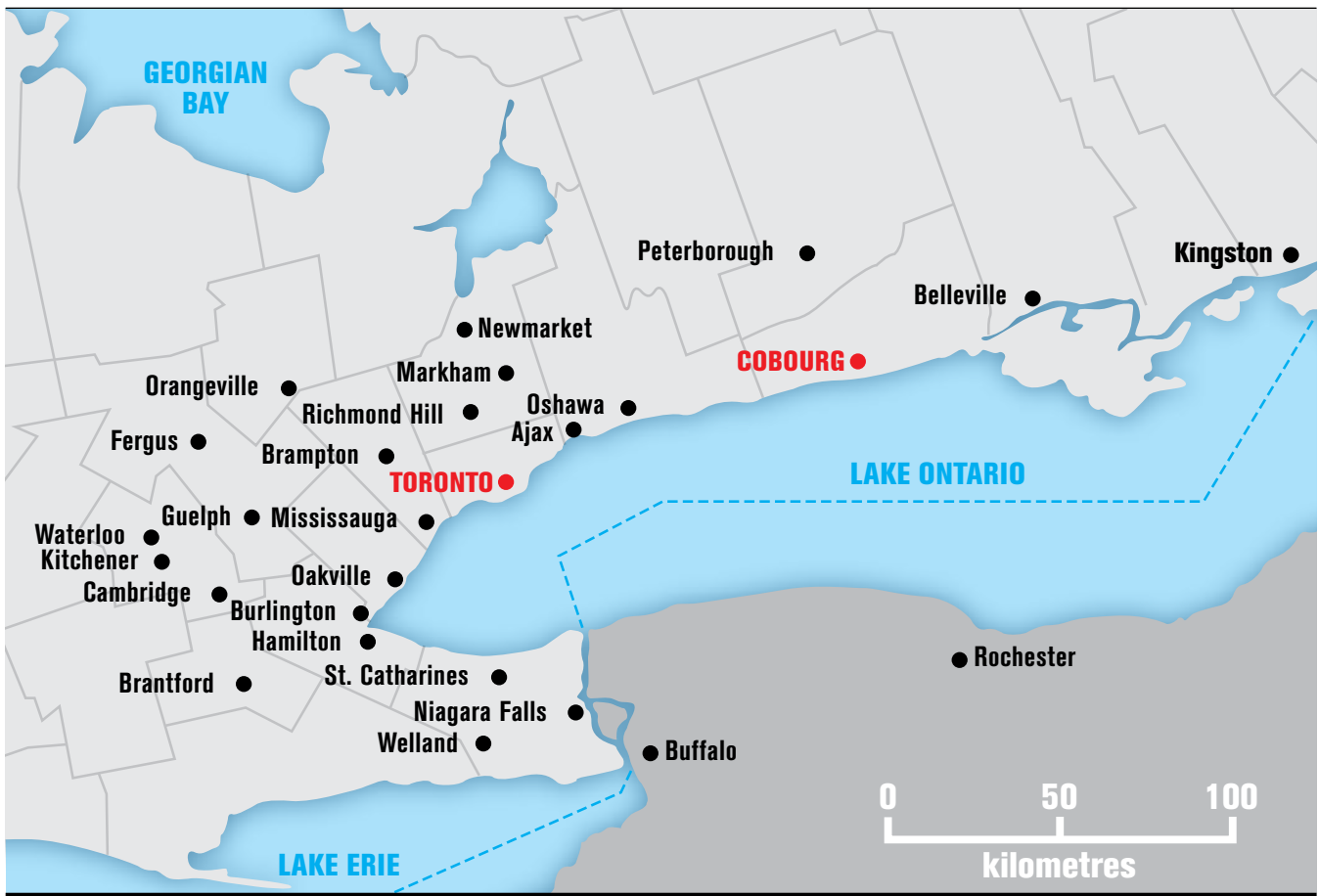
NATIONAL & INTERNATIONAL COVERAGE

www.classical963fm.com

Bell ExpressVu Channel 963

Rogers Digital 964

Digital Audio Channel 9



Source: BBM (R1 2012) November 28, 2011 - February 26, 2012,
Full Coverage & Toronto Central, Mo-Su 5a-1a, Average Weekly & Average Daily Cume, A2+

Program Guide

Classical 96.3 fm is Toronto's only commercial radio station playing all classical music.

	MONDAY – FRIDAY	SATURDAY	SUNDAY	
5 AM	 <p>Good Day GTA with Mike Duncan, Jean Stilwell & Scott Walker</p>	<p>Breakfast Classics with Bill Anderson</p>	<p>Breakfast Classics with Bill Anderson</p>	
6 AM				
7 AM				
8 AM				
9 AM				
10 AM	 <p>Bill's Classical Jukebox with Bill Anderson</p>	<p>Yesterday's Hits Today's Classics with John van Driel</p>	<p>Destination Classics with John van Driel</p>	
11 AM				
12 PM				
1 PM				
2 PM				
3 PM	 <p>Alexa's Oasis with Alexa Petrenko</p>	<p>Classical Chartz with John Gallagher</p>	 <p>Conductor's Choice with Kerry Stratton</p>	
4 PM				
5 PM		<p>Zero to 1800 with Michael Kramer</p>		
6 PM				
7 PM				
8 PM	 <p>A Little Night Music with John van Driel</p>	 <p>Dinner Classics with Arlene Meadows</p>	<p>Sunday Night at The Opera with Alexa Petrenko</p>	
9 PM			<p>By Request with John van Driel</p>	
10 PM				
11 PM		 <p>Nocturne with Marilyn Lightstone</p>		
12 AM				
1 AM	 <p>In The Still Of The Night with Michael Lyons</p>	 <p>In The Still Of The Night Weekend Edition with Kathleen Kajioka</p>		
2 AM				
3 AM				
4 AM				



/classical963fm



@classical963fm

The Reach

936,000 listeners tune into Classical 96.3 fm for over 2.8 million hours every week!*



CLASSICAL 96.3 FM IS TORONTO'S ONLY COMMERCIAL RADIO STATION PLAYING ALL CLASSICAL MUSIC. AS A RESULT WE ARE A FORMAT THAT REACHES AN EXCLUSIVE AND UNDUPLICATED AUDIENCE.

FULL COVERAGE REACH

AMA	20,500
Daily Cume	351,000
Weekly Cume	936,000

TORONTO CENTRAL REACH

AMA	16,400
Daily Cume	259,000
Weekly Cume	677,000

CLASSICAL LISTENERS WHO DO NOT** LISTEN TO

CFRB.....	86%
CFZM.....	81%
CJRTFM	72%
CILQFM	63%
CFTR.....	59%
CKFMFM.....	42%
CHBMFM	37%
CHUMFM.....	28%
CHFIFM	13%

Source: BBM PPM (R1 2012), Full Coverage* & Toronto Central, Mo-Su, 5a-1a, A2+.
**Duplication based on A2+ , Toronto Central, 10 minute consecutive reach qualifier

Testimonials

Build Your Business with Classical 96.3 fm

“By targeting Zoomers, Classical 96.3 fm reaches the upscale market that is our customer. We definitely recommend Classical 96.3 fm to any business that sells a quality product.”

JOE CABRELL, CARROCEL RESTORATIONS

“We were admittedly somewhat skeptical about our prospects for success when we decided to promote our first group tour exclusively through Classical 96.3 fm. Thankfully the radio campaign has been a remarkable success that has exceeded all of our campaign expectations as a first-time advertiser. We reached just the right target audience for our product, which is an upscale small group tour. The inquiries we received during the campaign came from across the entire broadcast area of the station and the vast majority of responses were highly qualified. As a matter of fact, over 15% of inquiries resulted in a sale, which is remarkable, especially for a company with a new brand name... We look forward to discuss the next project with Classical 96.3 fm shortly.”

HERBERT WOLF, LOMAVR TOURS CANADA

“A pillar of success in our industry is to build a foundation of trust. We successfully achieved this through advertising on Classical 96.3 fm... It's the right channel for us because of the similarities between their listeners and our customers. When we tell people about Turco Persian Rug Company they often respond with, 'oh yes, I've heard your ad on Classical 96.3 fm.' It's reassuring to know that our partnership with Classical 96.3 fm is reaching new and existing customers.”

JESSICA KASPERIAN, TURCO PERSIAN RUG CO. LTD.

“I've been advertising on Classical 96.3 fm and 103.1 fm for 15 years. As a dog and family friendly country lodge we need to generate ongoing new business and within minutes of our commercials airing the phone starts ringing. Woodhaven gets 95% of all our business from this radio station. I couldn't be happier.”

DAVID MCKINSTRY, WOODHAVEN COUNTRY LODGE

“We very much enjoy the clientele that the listeners of Classical 96.3 fm bring to our family business.”

ROBERT LESLIE, SUPPORTIVE SOLES

The Power Of Radio



➤➤ Radio reaches 90% of adults 18+ every week, second only to TV

(Source: BBM RTS Canada Fall '11).

➤➤ Radio offers advertisers a ubiquitous marketing presence (every day and multiple times throughout the day) which is a key component to quickly generating response (web visits, store traffic, sales, brand recall, and intent to purchase).

➤➤ Radio is accessible, reaching busy Canadians while they are on the go – at work, driving, relaxing at home or using the internet.

➤➤ Current research shows that listeners see radio as “speaking to them” and trust the information they hear, finding credibility and relevance in both the programming and advertising. They feel more emotionally connected to radio and to their community than with any other media.

Radio can impact brands all along the purchase funnel

Radio can be used to improve a brand at stages all the way from creating awareness to enhancing the likelihood that the consumer will recommend the brand to a friend.



Source: Ipsos OTX MediaCT in partnership with Katz Marketing Solutions (November 2011).

Radio maintains its audience delivery during commercial breaks

Radio delivers more than 93 percent of its lead-in audience during the average commercial break, according to a new US study conducted by Arbitron, Media Monitors and Coleman Insights. The 2011 study of minute-by-minute audience levels across 48 top radio markets demonstrates that radio maintains its audience delivery during commercial breaks, contrary to common misperception. Even spot breaks of six minutes or longer delivered an average minute audience that was 85 percent of the audience level before the commercials began.

Interactive

Reach Listeners On Air or Online!



Tech Factoids

- 9.4 million Zoomers® (Adults 45-plus) visited websites in the past month (comScore December 2011)
- According to Social Code, Facebook users over the age of 50 are 28.2% more likely to click on an advertisement than 18 to 29 year old users
- 71% of Boomers go online every day. (Pew Internet)
- 66% of Boomers send text messages. (Deloitte)

TODAY, RADIO'S LEVEL OF ENGAGEMENT WITH AUDIENCES IS GROWING EXPONENTIALLY WITH NEW PLATFORMS LIKE THE WEB, ONLINE PODCASTING, MOBILE COMMUNICATION AND EMAIL MARKETING TO STATION LISTENERS.

EXTEND YOUR MESSAGE

to Classical963fm.com and add affordable impressions to your radio campaign. Users are drawn to our site to:

- Listen Live
- Watch live & recorded performances
- Check our arts calendar
- And enter to win our great contests

OUR WEBSITE DELIVERS

- 229,000 monthly page views
- 109,000 monthly visits
- 41,000 monthly unique visitors

Source: Google Analytics, Sept 2011-Feb 2012 6-month average

OPPORTUNITIES INCLUDE

- Display advertising banners
- Classical Notes Monthly Newsletter Banner
- Content sponsorship
- Custom content (landing pages, webinars, blogs, webisodes)
- Audio & video pre-roll
- Mobile
- Social media outreach

Interactive Rate Card

POSITION	\$CPM	FORMAT
Leaderboard	\$30	728 x 90px
Big Box	\$30	300 x 250px
Sky Scraper	\$30	160 x 600px
Classical Notes Monthly E-Newsletter (24,000 opt-ins per)	\$65	468 x 60px
Video or Audio Pre-Roll	\$50	:15-sec (:30-sec max)

Minimum Recommended Levels:

75,000 impressions per month (display banners); Please request pre-roll levels.

Other opportunities (see previous page) are available on request on a per project basis.

CLASSICAL NOTES E-NEWSLETTER



LEADERBOARD

BIG BOX

SKYSCRAPER



Beyond the Dial Opportunities

Leverage the full power of the Zoomer® Empire.

Our network of properties from broadcast, print and online to consumer shows and conferences offers the most focuses and most cost efficient way to reach Zoomers® in Canada. Together, with the weight of CARP, they create a unified and powerful new voice for the up-to-now largely ignored demographic of 45+ Canadians.

TV & Radio **DAN HAMILTON** | d.hamilton@zoomermedia.ca

Print & Multi-Platform **VICTORIA WISDOM** | v.wisdom@zoomermedia.ca

Digital & Events **DAVID SERSTA** | david@zoomer.ca

ONLINE

ONLINE

BROADCAST

PRINT

ZOOMER
CANADA

Zoomermag.com

50PLUS.com

50Plus.com

CARP
CANADA

CARP.ca

ZOOMERS.ca
WHERE GROWN-UPS
MAKE FRIENDS

Zoomers.ca

the New Classical **96.3**
fm
THE NATION'S CLASSICAL STATION

Classical963FM.com

THE NEW **AM 740**
THE BEST OF THE BEST
Zoomer radio

ZoomerRadio.ca

ZOOMER SINGLES
MATING, DATING & RELATING

ZoomerSingles.com

VISION **ZOOMER TELEVISION**

VisionTV.ca

THE BRAND NEW

one

BODY MIND SPIRIT
LOVE

onebodymindspiritlove.com

Joytv

JoyTV.ca

VISION **ZOOMER TELEVISION**

Vision TV

THE BRAND NEW

one

BODY MIND SPIRIT
LOVE

One Channel

Joytv

JoyTV10 Vancouver &
JoyTV11 Winnipeg

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fm
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Classical 96.3 FM

THE NEW **AM 740**
THE BEST OF THE BEST
Zoomer radio

AM 740

the New Classical **103.1**
fm
THE NATION'S CLASSICAL STATION

Classical 103.1 FM

ZOOMER
CANADA

Zoomer® Magazine

EVENTS

ZOOMER SHOW

Consumer Show & Lifestyle Expo for Men & Women 45+

Zoomer Show

ic Moses Znamer's Conference
ideacity
IDEAS HAVING SEX

ideaCity Conference

ZOOMERLIFE
CONFERENCE

ZoomerLife Conference

CARP ADVOCACY
BENEFITS
COMMUNITY

CARP Forums

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Classical 96 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.

