

# NEWS RELEASE



Navigate Boomer Media

19 California Ave. Ste.103 Santa Monica, CA 90403 (800)779-0237 / fax:(800)747-1580

## **FOR IMMEDIATE RELEASE**

Media Contacts:

Kyle Murphy, kmurphy@navigateboomermedia.com, 424-354-4016

## **Navigate Boomer Media Sponsors the Digital Health Summit and Silvers Summit at the Consumer Electronic Show in Las Vegas January 6 – 9, 2011**

Navigate Boomer Media Emerges as the Largest Online Boomer Media Source in the U.S. and Canada

**SANTA MONICA, CA, January 4, 2011** – The Digital Health Summit and Silvers Summit gathers health and technology experts who improve boomer and senior lives through research and innovation. The conferences are a part of the world's largest Consumer Electronic Show held in Las Vegas with over 125,000 business executives in attendance.

### **Marketers are taking notice of the U.S. Baby Boomer Facts\*:**

- There are 78 million boomers ages 45 – 65 in the U.S.
- Boomers control 75% of the U.S. Wealth
- Boomers Spend 15 hours per week online
- 8 of 10 Boomers own their homes
- At the close of 2010 40% of the U.S. population were boomers
- Boomers buy for 3 generations
- Boomer women make or influence 80% of the household purchase decisions
- Boomer spend 3x as much online than other demographics

### **Navigate Boomer Media offers the following online media services in U.S. and Canada:**

- Display advertising on 124 boomer web sites delivering 113 million monthly unique visitors
- Sponsored content on select sites
- eMail database of 20 million baby boomers
- Mobile database of 2 million baby boomers
- Caregiver database
- eNewsletter sponsorship and article placement

"I believe both conferences are essential for learning, networking, commerce and creating alliances for companies with services or products targeting consumers ages 45 plus. We attend to educate technology companies on reaching the boomer consumer online effectively. It's no secret for the first time in history more advertising dollars were spent online than in newspapers in 2010," said Nancy Shonka Padberg, CEO of Navigate Boomer Media.

### **About Navigate Boomer Media**

Navigate Boomer Media LLC ([www.navigateboomermedia.com](http://www.navigateboomermedia.com)), based in Santa Monica, California, is the largest online media source targeting baby boomers. Navigate Boomer Media consults with travel, pharmaceutical, health, finance, gardening, automotive and technology marketers and media buyers to strategically promote their messages through display advertising, email, mobile, eNewsletters, caregiver database, content placement or online custom research services to the 78 million active online U.S. and Canadian Baby Boomers. \*Harris Interactive December 2009, Pew Research, Yankelovich, Census Bureau