

# NEWS RELEASE



Navigate Boomer Media

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## **FOR IMMEDIATE RELEASE**

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### **Navigate Boomer Media adds More Services to Reach Baby Boomers Online**

SANTA MONICA, Calif, January 15, 2013 - Navigate Boomer Media has added new sites, a blog network and a caregiver database to target and engage baby boomer's more effectively online. Navigate Boomer Media is the largest online baby boomer media resource representing over 210 boomer focused websites for banner display advertising, sponsorships, email, mobile, research, and content placement with dashboard access and complete transparency. Baby Boomers represent 78 million consumers in the U.S. and control 70% of the disposable income.

#### **List of Services:**

- Banner Ad Placement
- Content Placement
- Ad and content placement in eNewsletters
- Email database with 200 data segments
- Mobile database with 200 data segments (text)
- Mobile Banner Ads
- Blog Network
- Caregiver database

Marketers and ad agencies are looking for new online ideas – beyond the banners. Some of the effective online advertising programs utilized at Navigate Boomer Media is integrating brands into sites, social media, eNewsletters, video and content into their 210 site partners. The questions Navigate Boomer Media answers for marketers include - Is my brand reaching and engaging baby boomers online where they spend their time? Is my brand on a trusted site with relevant content? Is this custom program scalable? Will my brand be in a premium position?

Whether it's searching for health content, gardening, grandparenting, socializing, lifestyle, quilting, chatting on auto sites, learning about wealth strategies or planning their next trip – the fact is boomers and seniors are online. They have a relationship with the site, trust the content and members. Baby Boomers spend more time and money on line each month – more than Gen X and Gen Y.

"We are delighted to have new services to share with our clients. Our team not only has extensive media and digital knowledge, now we have multiple channels and integrated packages to serve our clients such as Razorfish, Digitas and StarCom MediaVest effectively," said Capri Inge, VP of Navigate Boomer Media.

#### **About Navigate Boomer Media**

Navigate Boomer Media, LLC ([www.navigateboomermedia.com](http://www.navigateboomermedia.com)), Santa Monica, CA, is the largest baby boomer online media source representing 200 sites, delivering 1.7 billion page impressions per month through banner advertising, as well as email, mobile, caregiver databases, and content placement. Their sites serve the 78 million U.S. Baby Boomers, born between 1946 and 1964, who control 70% of the U.S. net worth and spend 15 hours per week online according to Pew for the AP.