

# NEWS RELEASE



Navigate Boomer Media

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## **FOR IMMEDIATE RELEASE**

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## **Navigate Boomer Media Appoints Nora Gervais, Former Los Angeles Times Magazine Associate Publisher**

**SANTA MONICA, Calif, (February 2, 2010)** – Navigate Boomer Media, the leading online boomer ad network reaching baby boomers, announced the appointment of Nora Gervais as New York Sales Director, reporting to Navigate Boomer Media's EVP Roger Stallard.

Ms. Gervais built her media career at Times Mirror and Tribune organizations in print, magazine and online from sales assistant to Fashion Manager to leading the Times' Sunday monthly magazine publication as Los Angeles Times Magazine Associate Publisher. Nora was responsible for multi-million dollar sales budgets, maximizing profitability and building client relationships.

"We are thrilled to have Nora join our rapidly growing company and team. Nora brings extensive strategic planning, ambition and media savvy to the company," said Nancy Shonka Padberg, CEO of Navigate Boomer Media. "Nora knows how powerful the boomer consumer is, how to build solid relationships and contribute to healthy cultures which complements our baby boomer ad network and online media organization."

Navigate Boomer Media boomer ad network is growing quickly and currently represents an estimated 100 baby boomer websites and delivers over 250 million page impressions per month. The company is sponsoring the seventh annual "What's Next Boomer Business Summit" presented by Mary Furlong & Associates. It will be held at the Chicago Hyatt Regency on March 19, 2010 where agency and marketing heavyweights will gather to learn more about getting their share of the \$2 trillion boomers spend annually. More information about the "What's Next Boomer Summit" is available at [www.boomersummit.com](http://www.boomersummit.com). Navigate Boomer Media is offering registrants to the Summit a 20% discount by entering code MPR6.

Baby Boomers from ages 46 - 64 control 70% of the total net worth in the U.S and will spend \$7 billion online this year according to Pew for the Associated Press. Marketers and advertisers can reach those influential boomers effectively through 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 U.S. Baby Boomer online media rep firm and boomer ad network for original rich content publishers of websites, blogs and social networking communities. Navigate Boomer Media also provides online research services to advertisers and marketers from its broad pool of active baby boomers.