

NEWS RELEASE



Navigate Boomer Media

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FOR IMMEDIATE RELEASE

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Programmatic Digital Advertising Saves Brands Money

Los Angeles, Calif, August 14, 2014 - Navigate Boomer Media programmatic digital advertising and content placement services increases results for their clients. Marketers and ad agencies are looking for the best technology online to reach their target market efficiently. Effective online advertising programs utilized at Navigate Boomer Media include tapping into the largest inventory of exchanges, and private networks, superior optimization, integrating brands into sites, social media, eNewsletters, video and content.

Navigate Boomer Media is the largest Baby Boomer focused digital advertising resource representing agencies and brands targeting consumers ages 50 - 68. There are 78 million U.S. Baby Boomers who control 70% of the U.S. disposable income. "Our clients realize their conversion rates are higher by targeting the consumer with programmatic automation that includes hundreds of segmentations beyond age, geographic, gender, income and interests," said Capri Inge, Vice President of Navigate Boomer Media.

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. Baby Boomers spend more time and money online than Gen X and Gen Y each month. Consumers age 50 + purchase 80% of luxury travel, purchase the majority of health and wealth services and purchase 65% of all new cars

About Navigate Boomer Media

Navigate Boomer Media, LLC (www.navigateboomermedia.com), Los Angeles, CA, is the largest baby boomer online digital advertising resource delivering millions of page impressions per month through CPM, CPA banner advertising, as well as email, mobile, social media, 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. disposable income and spend over 17 hours per week online according to Pew for the AP.