

NEWS RELEASE



Navigate Boomer Media

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

FOR IMMEDIATE RELEASE

Media Contact:

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

Nancy Shonka Padberg, CEO of Navigate Boomer Media, Speaking at the American Advertising Federation Central Region Conference

SANTA MONICA, CA - September 14, 2011 - Navigate Boomer Media's CEO, Nancy Shonka Padberg will speak at the American Advertising Federation Central Region Conference on September 16-18, 2011 in Ft. Worth, Texas. She will emphasize the economic strength of the U.S. healthy, wealthy baby boomer as well as their online behavior.

Recently, eMarketer asked Ms. Shonka Padberg about which brands are targeting baby boomers. "Brands such as like Lincoln, Cadillac, CVS, General Mills, Microsoft and even CBS and CNN are starting to leverage the Internet to go beyond traditional brand communication. The reoccurring issue we have found is that an inexperienced media buyer is incapable of leading the brand marketer to their share of the baby boomer wallet," said Ms. Shonka Padberg.

Leading marketers and media buyers know their demographic and who is spending money online. Here are a few facts that Ms. Shonka Padberg will emphasize at the AAF Conference about baby boomers economic strength:

- 78 million U.S. baby boomers spend billions online annually
- Hold 70% of the U.S. wealth
- Women ages 50+ buy or influence 80% of household purchases
- Women ages 50+ click on ads 31% more than younger adults
- Spend 15 hours per week online
- Spend the most on pharmaceuticals
- Spend the most on technology
- Spend the most on anti-aging creams
- Spend 3X as much money online than Gen X
- Purchase 80% of luxury travel
- Purchased three out of five new cars in 2010
- Fastest growing demographic on Facebook

The AAF Conference Keynote Speaker is Brent Bouchez, Founding Partner, Five-0, who will focus on baby boomers as well. His topic will be, *"45 to 64 is the New 18 to 35 and Why You Want to Get There First."*

About Navigate Boomer Media

Navigate Boomer Media, LLC (www.navigateboomermedia.com), Santa Monica, CA is the largest online baby boomer media resource representing over 110 boomer focused sites for display banner advertising, sponsorships, email, mobile, research, and content placement with complete transparency. Their sites serve the 78 million U.S. Baby Boomers, born between 1946 and 1964, which control 70% of the total net worth in the U.S and spend 15 hours per week online according to Pew Research for the Associated Press.