

NEWS RELEASE



Navigate Boomer Media

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FOR IMMEDIATE RELEASE

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Navigate Boomer Media Delivers Higher Conversion Rates than Ad Networks with Baby Boomer Sponsorships

SANTA MONICA, CA - October 28, 2011 – Advertisers and marketers are targeting baby boomers, the largest, most influential audience online. Nancy Shonka Padberg, CEO of Navigate Boomer Media saw this trend and launched the online media rep firm two years ago to work with the health, wealth, travel, auto, home builders, political and lifestyle advertisers. Today, Navigate Boomer Media's core focus of 140 boomer focused web site partners deliver more than an ad network or RTB. They create sponsorship packages with ads, content, eNewsletters and social media to increase brand awareness and conversion with complete transparency.

“Leading marketers and media buyers know their demographic and who is spending money online. Boomer's and seniors have many life transitions such as becoming a grandparent, getting divorced, becoming an empty nester or being a caregiver. This offers marketers opportunities to connect with baby boomers online where they spend over 15 hours per week,” said Ms. Shonka Padberg. Many seniors approaching retirement say that travel, gardening, volunteering and grandchildren are on their radar as they have more time according to a study from The Nielsen Company.

Baby Boomer focused marketers and advertisers don't have much time and have taken note that Navigate Boomer Media is a one stop online resource targeting boomers with:

- Online Sponsorships
- Banner Ads
- Content
- eNewsletter ads and content
- BoomerMania the Musical Sponsorship
- Women's 50 + Fashion Show Sponsorship
- Tweets and Facebook posts
- eMail database
- Mobile database
- Caregiver databases

There are 78 million U.S. baby boomers that spend billions online annually. Marketers and advertisers know that boomers hold 70% of the U.S. wealth, women age 50 + buy or influence 80% of household purchases and that women ages 50+ click on ads 31% more than younger adults.

About Navigate Boomer Media

Navigate Boomer Media, LLC (www.navigateboomermedia.com), Santa Monica, CA is the largest online baby boomer media resource delivering 112 million monthly visitors on 140 sites through 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 U.S. wealth.