

# 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 C Murphy, kmurphy@navigateboomermedia.com, 424-354-4016

## **Navigate Boomer Media Grows by Adding Three Media Heavy Weights and 50 Million Baby Boomer Impressions**

**SANTA MONICA, Calif, November, 11, 2009** – Online media rep firm Navigate Boomer Media is expanding to meet advertiser needs by adding three advertising sales experts and over 50 million baby boomer impressions. Navigate Boomer Media provides representation to rich content websites, blogs and social networking communities targeted at the baby boomer generation.

Navigate Boomer Media is growing rapidly and has added three advertising industry sales experts:

- Jean Luc Valentin as National Travel Sales Director, based in Los Angeles.
- Bill Lage as National Sales Director, Mid-Atlantic, based in Washington, D.C.
- Tom Brookover as National Sales Director, Mid-West, based in Chicago.

The advertising team is led by Roger Stallard, Executive Vice President at Navigate Boomer Media. Mr. Stallard has twenty years experience building advertising sales teams and has deep knowledge and expertise in leading media companies for profitable growth.

"I am delighted with the level of talent this group contains. Each of these Sales Directors have years of media sales and management experience, with many of the largest U.S. media companies", Mr. Stallard said. "Our business philosophy calls for expertise at the highest level in both vertical and geographic coverage for advertising sales. These additions are designed to position our company to exceed the demands of our publishers, as well as our advertisers. Our rapid growth and expansion within the baby boomer category, combined with the professionalism of our associates, makes for a very exciting future at Navigate Boomer Media."

Navigate Boomer Media has also added several new publishers to its scope of representation bringing more than 50 million monthly page impressions to advertisers. Boomers are an important consumer to today's marketers. Boomers control 70% of the total net worth in the U.S. and will spend \$7 billion online this year. With marketers and advertisers eager to understand and promote their products and services online to the Boomer audience, Navigate Boomer Media provides exclusive access.

### **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 for original rich content publishers of websites, blogs, social networking communities, and streaming radio. Navigate Boomer Media also provides online research services to advertisers and marketers from its broad pool of active baby boomers.