

# NEWS RELEASE



Navigate Boomer Media

132 N. Catalina Ave Redondo Beach, CA 90277 (310) 437-3813 / Fax (800)747-1580

## **FOR IMMEDIATE RELEASE**

Media Contact: Nancy Padberg, [npadberg@navigateboomermedia.com](mailto:npadberg@navigateboomermedia.com), 310-437-3813

### **Navigate Boomer Media Adds Programmatic Digital Advertising, Access to Private Networks and Exchanges for Superior Optimization**

Redondo Beach, Calif, November 29, 2013 - Navigate Boomer Media has added programmatic digital advertising and content placement services across thousands of websites increasing the conversion results for their clients. Navigate Boomer Media is the largest online digital advertising resource focused on consumers ages 35 + representing thousands of websites for banner display advertising, content integration, sponsorships, email, social media and content placement (native advertising) with dashboard access and complete transparency. Baby Boomers ages 48 - 66 represent 78 million U.S. consumers who control 70% of the disposable income.

Over 53% of Marketers and ad agencies will utilize programmatic digital advertising and content placement this year and are looking for the best technology to reach their target market at the right time and place online. 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.

"We are happy to add Programmatic advertising and native advertising to provide our clients the best online marketing advantage available today. Our team not only has extensive media and digital knowledge, now we have new technology to serve our clients more effectively," said Capri Inge, VP of Navigate Boomer Media.

Whether it's searching for health, gardening, 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 than Gen X and Gen Y online each month in luxury travel, automotive, housing, wealth, technology, health and gardening categories.

#### About Navigate Boomer Media

Navigate Boomer Media, LLC ([www.navigateboomermedia.com](http://www.navigateboomermedia.com)) is the largest baby boomer online digital advertising resource representing hundreds of sites, delivering millions of page impressions per month through Programmatic technology with 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. net worth and spend 15 hours per week online according to Pew for the AP.