



Navigate Boomer Media

The Largest Online Boomer Media Resource



Web · Email · Mobile · Content · Research

Media Kit 2012

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www.navigateboomermedia.com

The Largest Online Boomer Media Resource

Navigate Boomer Media focuses on one thing only —the Baby Boomer generation. Our focus provides us an unique insight and unbiased approach to growing marketers and advertisers businesses.

Now you can reach Baby Boomers online in critical mass through 100's of long-tail Boomer specific publishers with one easy buy.



What makes us different?

Our publishers! We exclusively represent rich content publishers that focus on Boomers. That means they are creating original content for their passionate visitors that keep them returning to their site. Our publishers engage their visitors with meaningful and relevant information, which is good news for advertisers. It has been proven through a 2009 study that buying display ads on news aggregator sites decreases results. The best results come from rich content sites like NBM represents.

All Navigate Boomer Media Properties:

- Primary target audience is Baby Boomer adults born between 1946 and 1964
- Publish original, rich content in English
- Attract over 5,000 monthly page views
- Contain no content or links to any adult or obscene content
- Observe all personal, privacy, intellectual property, and copyright laws
- Display banners based on page view, not timed rotation
- Use specific ad code for separate sections
- Are enrolled in Quantcast audience metrics



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The Baby Boomer Market

There are 78 million Baby Boomers in the U.S. born between 1946 and 1964. They are the healthiest, wealthiest, most educated, and prosperous generation. The U.S. changed from a manufacturing economy to a knowledge economy because of the boomer's love of higher education.

Boomers became mobile due to the Interstate Highway System enabling them to live, work and play—away from their hometown. Boomers embraced technology as they watched the number of television sets grow from 4 to 50 million from 1950 to 1960. Boomers have already surpassed their parents economically.

Boomers are Online

- 43% of online traffic is generated by Boomers.
- 82% of adults aged 50+ using the internet research health and wellness online.
- Among internet users 50+ who are members of online communities, 58% log in to their online community daily or several times a day.

- The average income of Boomers is \$71,300 with a net worth of \$236,000.
- The top 20 percent of Boomers have a median net worth of \$766,000.
- Boomers control 70% of the total net worth in the U.S.
- Boomers will spend an average of \$7 billion online this year.

Boomers are Buying

- 41% of all new cars
- 60% of healthcare
- 74% of prescription drugs
- 51% of over the counter drugs
- 80% of luxury vacations

—41% of Boomers will move upon retirement.

—1 in 7 Boomers are providing care to a parent or other family member.

—In 2005 boomers spent \$35 billion on their grandchildren.

—Adults 55 + account for one-third of all trips in the U.S.



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Targeting & Reporting

NBM provides the most advanced and innovative targeting methods based on content as well as behavioral, demographic and even psychographic traits of our publishers audience.

- Behavioral
- Domain
- Geographic
- Daypart
- Reach and Frequency
- Content
- Demographic
- Retargeting
- Ad sequencing
- Keyword/Search
- Technographic
- Transaction history
- Unique viewers
- Geodemographic
- Psychographic
- CRM data
- Mobile
- Custom cookies



Publisher Categories

- Health/Wellness/Fitness
- Finance/Wealth Management
- Personal Development
- Social Media
- Family/Relationships
- Travel/Leisure
- Sports/Active Living
- Careers/Employment
- Lifestyle (Fashion/Luxury/Auto/etc.)
- Entertainment
- General Boomer Interest

Reporting & Tracking

NBM uses an industry best-of-class ad management and serving technology platform to ensure ads are delivered quickly and reliably with robust and accurate reporting. A broad range of reports and a real-time analytics are available to advertisers.

- Integrated web portal with analytics
- Real-time visibility
- Campaign performance
- Advanced conversion tracking
- Campaign cost
- Reach and frequency
- Export report data



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Marketing Opportunities & Ad Specs

NBM offers numerous opportunities, beyond banner ads, to reach and market to Boomers including:

- Banner ads
- Text ads
- Content & website sponsorships
- Background skinning
- Product placement
- Hard-coded logos
- Roadblocks
- Takeover units
- Microsites
- Webvertorials
- Newsletters
- Tandem ads
- Coupons
- Streaming radio ads & sponsorships

Ad Sizes (UAP Compliant)

Name	Pixel Dimension	Max File Size	Animation Length
Leaderboard	728 x 90	40k	:15
Medium Rectangle	300 x 250	40k	:15
Skyscraper	160 x 600	40k	:15
Rectangle	180 x 150	40k	:15

Rich Media

- Multiple formats accepted including Atlas, Eyeblaster, DoubleClick, EyeWonder, Rovion, Pointroll, CheckM8, Viewpoint, and Interpolls (contact your sales rep for details)
- Must adhere to IAB's published Rich Media Creative Guidelines
- Maximum of 18 frames per second
- No pop-ups or pop-unders
- No on-rollover or pre-expanded ads (on-click expandable ok)
- No auto-play music
- Flash must have Macromedia's tracking kit



All ads are reviewed by NBM staff and may be rejected for technical or content reasons at NBM's discretion. Ad specs subject to change.



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Rate Sheet—2012

Display Ad Base Rates

RON	Pixel Dimension	CPM
Leaderboard	728 x 90	\$16.00
Medium Rectangle	300 x 250	\$16.00
Skyscraper	160 x 600	\$16.00
Rectangle	180 x 150	\$16.00

Content/Site Targeting	Pixel Dimension	CPM
Leaderboard	728 x 90	\$18.00
Medium Rectangle	300 x 250	\$18.00
Skyscraper	160 x 600	\$18.00
Rectangle	180 x 150	\$18.00

Premium Content/Site Targeting (Health, Money, Travel)	Pixel Dimension	CPM
Leaderboard	728 x 90	\$24.00
Medium Rectangle	300 x 250	\$24.00
Skyscraper	160 x 600	\$24.00
Rectangle	180 x 150	\$24.00

Other Services	Added CPM
Geo-Targeting	\$4.00
Frequency Capping	\$2.00
Sequencing	\$2.00
Rich Media Ad Serving	Starting at \$3.00
Roadblocks/Takeovers	Starting at \$10.00
Tandoms	Starting at \$5.00
Other targeting and ad serving techniques available. Contact your sales rep for more details and pricing.	

Rates subject to change without notice, All rates Net.
Invoices based on actual number of ad impressions
delivered unless otherwise negotiated.



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Publisher List as of January 2012

Automotive

HDForums.com
CorvetteForum.com
NorthAmericanMotoring.com
6speedOnline.com
Rennlist.com
VolvoForums.com
LandRoverForums.com
Ford-Trucks.com
GreenHybrid.com

Money & Finance

RealEstate.com
Mortgage101.com
FinWeb.com
Loan.com

Health

PrescriptionDrug-info.com
Fitday.com
3Fatchicks.com
HealthNews.org
Realwomenonhealth.com
eHealthForums.com
Skincareguide.com
Onlinesurgery.com
Healthboards.com
AltMD.com

Home & Hobby

Photo.net
Geek.com
SoapCentral.com
Crafter.org
DavesGarden.com
OffshoreOnly.com
Forum.DoitYourself.com
SplitCoastStampers.com
DoitYourself.com
TheHullTruth.com
Reel-Time.com

Lifestyle

VibrantNation.com
Grandparents.com
Legacy.com
SilverPlanet.com
50Plus.com
Winster.com
Retirementhomes.com
Care2.com

News & Information

Weather.com
Intellicast.com
WeatherBonk.com
SanLuisObispo.com
FresnoBee.com
MercedSunStar.com
SacBee.com
IdahoStatesman.com
Tri-CityHerald.com
TheOlympian.com
ModBee.com
TheNewsTribune.com
BellinghamHerald.com
ADN.com
Star-Telegram.com
Kansas.com
KansasCity.com
BND.com
Kentucky.com
SunHerald.com
Bradenton.com
MiamiHerald.com
ElNuevoHerald.com
Ledger-Enquirer.com
Macon.com
IslandPacket.com
TheState.com
CharlotteObserver.com
TheSunNews.com
NewsObserver.com
CentreDaily.com
HeraldOnline.com

Travel

FlyerTalk.com
Epodunk.com
VacationTimeShareRentals.com
CruiseMates.com
World66.com
SlowTrav.com
CruiseReviews.com
Vamoose.com
VacationHomes.com
Treearth.com
Traveling4Health.com

Long-Tail Boomer Sites

360Menopause.com
About55.com
BoomersAbroad.com
BestBoomerTownns.com
Kalon-Women.com
AgingParents.com
BabyBoomerBaloney.com
BoomerAndTheBabe.com
BoomerGolfNews.com
Boomer-Living.com
FiftyIsTheNewForty.net
MyltchyTravelFeet.com
Menopauseblog.com
FreeSeniorCitizensSolutions.com
OomphTV.com
GoingLikeSixty.com
OverFiftyFineandFancy.com
ParentYourParents.com
OurLads.com
BoomerNet.com
GrandMagazine.com
RubbingNickels.com
SeniorLiving.com
TheBoomerExpert.com
TheSeniorList.com
VoiceAmerica.com
WatchBoom.com

This list is representative of NBM's current active publishers and is subject to change at anytime.



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