

# NEWS RELEASE



Navigate Boomer Media

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## **FOR IMMEDIATE RELEASE**

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### **Nancy Shonka Padberg, CEO of Navigate Boomer Media, Speaking About Baby Boomers Online at Consumer Electronic Show's Silvers Summit**

SANTA MONICA, CA – January 6, 2012 – The 2012 Consumer Electronic Show's Silvers Summit <http://silverssummit.com> takes place on January 10, 2012. Nancy Shonka Padberg, CEO Navigate Boomer Media, will be on a billion dollar industry panel discussing digital media, health and wealth of baby boomer women.

The "Games Silvers Play" panel includes Randy Paynter from Care2, Asi Burak of Games for Change and Fred Howard of KingsIsle Entertainment. Together, they will uncover the facts and stats of this growing industry and dismiss the misconceptions of boomers and seniors. Attendees and marketers will also better understand the key female target audience economic strength, who makes or influences 80% of household decisions and how to reach her online.

Data from the recent Harris Interactive Survey confirms that women over the age of 35 socialize once per day online.

#### **Women Online Gamer Stats:**

- 64% over age 35
- 57% have sex once per week
- 86% socialize once per day online
- 61% play to relieve stress
- 58% play to alleviate boredom and take a mental break

Marketers and ad agencies are looking for new online ideas – beyond the banners. Some of the effective online advertising programs utilized at Navigate Boomer Media is integrating brands into games, pages, video and content into their 140 site partners. The questions Navigate Boomer Media answers for marketers include - Is my brand reaching and engaging baby boomers online where they spend their time on a trusted site with relevant content? Is this custom program scalable? Will my brand be in a premium position?

Whether its gaming, gardening, grandparenting, socializing, gaming, quilting, chatting on auto sites, learning about wealth strategies, reading about health issues or planning their next trip – the fact is boomers and seniors are online. They have a relationship with the site, content and members.

#### **About Navigate Boomer Media**

Navigate Boomer Media, LLC ([www.navigateboomermedia.com](http://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 78 million U.S. Baby Boomers, born between 1946 and 1964, which control 70% of the U.S. wealth.