



**Triangle Edition: Serving Wake, Durham, Orange, Lee, Chatham, Johnston, Moore, and Harnett Counties**

**Triad Edition: Serving Alamance, Forsyth and Guilford Counties**



**In the US alone, one adult turns 50 every eight seconds, or a total of 4.7 million annually (and will continue for the next five years...)**

**MARKET** ~ Boomers dominate the market for most consumer goods and services, estimated to be at \$930 billion annually

**MEDIA** ~ Boomers and mature adults consume all forms of print, and comprise the major readership of mainstream publications (AARP, *the Magazine* has the largest circulation in the world)

**EDUCATION** ~ Boomers are the most educated generation in history

**EMPLOYMENT** ~ 80% of Boomers are still employed, and many will continue working. This is the first generation of fully-employed women

**FINANCE** ~ Net worth is nearly double the national average, 48% earn over \$100 thousand per year, 37% have assets over \$1 million

**HEALTH** ~ Mature adults are very proactive about their health and wellness; they want to stay and look healthy!

**LIFESTYLE** ~ Boomers work hard and play hard: they attend cultural events, travel, enjoy fine wine and good food, love movies and sports

**Boom! is the only lifestyle magazine in the Triangle and the Triad that specifically targets the lucrative active older adult market. Advertising with us will make your business boom.**



## GENERATION AGELESS

*“Baby Boomers, more than any other demographic group, will shape the future of the marketplace.”*

### What Was Once a Niche is Now a Mass Market

#### Empty Nester Wish List (and the services they will need)

Provide Financial Support for Children	FINANCIAL PLANNING
Cook Less Often	MEAL SOLUTIONS/GOURMET COOKING
Live Healthier	EXERCISE/DIETS/HEALTH FOODS
Enjoy Life More	ENTERTAINMENT/HOME
Put Money Aside for Retirement	INVESTMENTS/FINANCIAL PLANNING
Go Out to Eat More Often	RESTAURANTS/ENTERTAINMENT
Discover More About Self	ARTS/EDUCATION/SEMINARS
Make New Friends	CLUBS/ WEB SITES/CHURCHES
See Decrease in Stress	SPAS/ALTERNATIVE MEDICINE
Reconnect with Spouse	ROMANCE/TRAVEL/HOME/GIFTS
Read More	BOOKS/MAGAZINES/EDUCATION
Vacation or Luxury Items	LUXURIES/TRAVEL/DECORATING/GIFTS
Convert Kid's Bedroom	HOME IMPROVEMENT/DECORATING
Pay More Attention to Personal Appearance	COSMETICS/FASHION/SURGERY
Take up a New Hobby	HOBBY/CRAFTS/SPORTS
More Community/Charity Work	NON-PROFITS/SOCIAL CAUSES
Get a Pet	PET PRODUCTS/VETERINARIANS
More Time with Parents	HOME HEALTH CARE/GIFTS
Move to Smaller Home	REAL ESTATE/TRAVEL/HEALTH CARE
Do Something New	BUSINESS OPPORTUNITIES
Be Less Conservative with Investments	FINANCIAL PLANNING
Buy Smaller, Sportier Car	AUTOS/TRAVEL/RESTAURANTS
Go Back to School	EDUCATION/SEMINARS/BOOKS*

The active adult market has refused to mature. In fact, the concept of aging is undefined, and what the future market landscape will look like is still unclear. Boom! Magazine will continue to evolve and grow as our readers do the same.

We will, however, keep you connected – and that's the starting point for marketing in the 21st century.

\*Information reprinted from *Generation Ageless: How Baby Boomers Are Changing the Way We live Today... And They're Just Getting Started*, by J. Walker Smith and Ann Clurman. Copyright © 2007, Harper Collins, Publishers.

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## Boom! Magazine Completes Audit by Circulation Verification Council and Achieves National Recognition

Boom! Magazine, a monthly publication dedicated to the active lifestyle of those 45 and older completed a Circulation Audit Report in March 2008 by the well-respected auditing company, Circulation Verification Council (CVC). In response to the audit, Senior Publications Media Group (SPMG) a national media-buying agency has included Boom! Magazine in their list of the 100 top-rated senior newspapers in the country.

The Circulation Verification Council (CVC) audit results are an important tool used by media buyers and agencies to direct advertising dollars for their clients to publications that provide accurate readership and target audience numbers. CVC is a respected national, independent newspaper and print publications audit firm based in St. Louis, MO. Their audits cover print publications with a combined circulation of 55 million.

The audit confirmed that at the end of March 2008:

- The average gross distribution for Boom! Magazine was 29,916 (30,000 listed),
- The total number of unique readers was 46,800 (50,000 estimated).

As part of the audit process, a readership survey was also completed. The reader survey confirmed:

- 50% of Boom! readers keep the magazine at least two weeks,
- 75% of those readers purchase products or services from advertisers,
- 54% of Boom! readers are between the ages of 45-64, the prime active adult market.

Internet numbers were also verified. As of March 2008, The Boom! Web site experienced per month:

- Over 6,000 page views,
- Over 37,000 total monthly hits.

Marketers and advertisers, both nationally and in the Triangle, recognize the potential value of speaking directly to the boomer demographic. Industries such as automotive, financial services, and retail are all producing marketing campaigns designed specifically to reach this affluent niche. The Boomer market drives consumer demand, is estimated as \$750 billion in spending power, controls at least 50 percent of all discretionary income, and owns 75 percent of all financial assets.



The audit by Circulation Verification Council brings a level of professionalism to Boom! Magazine that is uncommon among free publications. Business owners, marketing managers and advertising coordinators understand the importance of using and distributing viable statistics and demographics.

*PLEASE NOTE: Distribution numbers have increased substantially since this audit. The Triangle edition of Boom! now prints and distributes 35,000 magazines with an estimated readership of 63,000 monthly. (The Triad edition of Boom! was not yet published at the time of this audit.)*



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## Boom! 2010 Editorial Calendar

Boom! Magazine inspires, motivates, educates, and delights readers with a vigorous new image of phase two living. Monthly topics include **financial news** for “living smart,” an in-depth **health and wellness** report for “living well” (plus, new this year, the Systems of the Body: A Review), and **travel destinations** for “living large!” This year’s **lifestyle** stories include two different series about retirement trends and senior housing options.

### JANUARY

- Managing Your Investment Portfolio, Pt 1: *Goal Setting & Getting Started*
- Economic & Investment Outlook
- Restless Leg Syndrome & Sleep Disorders
- The Systems of the Body, Pt 1: *The Digestive System*
- *Traveling to China, Pt 1*
- Trends in Retiring for Active Adults, Pt 1: *Independent Living Communities*

### FEBRUARY

- Managing Your Investment Portfolio, Pt 2: *Your Resources*
- Tax Planning
- Sodium - The Hidden Truth
- The Systems of the Body, Pt 2: *The Cardiovascular System*
- *Traveling to China, Pt 2*
- Housing Options for Adults Needing Assistance, Pt 1: *Aging in Place*

### MARCH

- Managing Your Investment Portfolio, Pt 3: *Identifying Constraints*
- Mutual Funds
- A Question of Balance
- Recovering from a Fall
- The Systems of the Body, Pt 3: *The Muscular System*
- *Alaska Adventures Await*
- Trends in Retiring for Active Adults, Pt 2: *Retiring Abroad*

### APRIL

- Managing Your Investment Portfolio, Pt 4: *Economic Considerations*
- Investing in Stocks
- Shingles: Symptoms and Prevention
- Pain Management
- The Systems of the Body, Pt 4: *The Nervous System*
- *A Romantic Trip to Philadelphia*
- Housing Options for Adults Needing Assistance, Pt 2: *On-Site Home Health Care*

### MAY

- Managing Your Investment Portfolio, Pt 5: *Your Investment Policy*
- Investing for Income
- Recovering from a Stroke
- The Systems of the Body, Pt 5: *The Integumentary System*
- *A Culinary Journey through Lyon, France*
- Trends in Retiring for Active Adults, Pt 3: *Back to School/Campus Life*

### JUNE

- Managing Your Investment Portfolio, Pt 6: *Asset Allocation*
- Real Estate
- Genetics - Our Chemical Makeup
- The Systems of the Body, Pt 6: *The Urinary System*
- *Blue Ridge Parkway 75th Anniversary*
- Housing Options for Adults Needing Assistance, Pt 3: *Assisted Living Communities & Rehabilitation Care*

### JULY

- Managing Your Investment Portfolio, Pt 7: *Geographic Allocations*
- Education Funding Strategies
- Clinical Trials - Developing Treatments & Medications
- The Systems of the Body, Pt 7: *The Respiratory System*
- *Rafting & Camping on the Roanoke River*
- Trends in Retiring for Active Adults, Pt 3: *RVs, Life on Wheels*

### AUGUST

- Managing Your Investment Portfolio, Pt 8: *Sectors & Industries*
- Insurance & Risk Management
- “Super Bugs”
- The Systems of the Body, Pt 8: *The Lymphic System*
- *Barcelona - A World Apart*
- Housing Options for Adults Needing Assistance, Pt 4: *CCRCs*

### 2010-2011 Performing Arts Calendar

### SEPTEMBER

- Managing Your Investment Portfolio, Pt 9: *Investment Style*
- Retirement
- Obesity - A National Epidemic
- The Systems of the Body, Pt 9: *The Reproductive System*
- *River Cruising: The Danube isn't Blue...*
- Trends in Retiring for Active Adults, Pt 5: *Themed Retirement Communities*

### OCTOBER

- Managing Your Investment Portfolio, Pt 10: *Management Style*
- Elder Care
- Longevity - The Search for the Fountain of Youth
- The Systems of the Body, Pt 10: *The Skeletal System*
- *Escape to Lake Powell*
- Housing Options for Adults Needing Assistance, Pt 5: *Skilled Nursing & Memory Care*

### NOVEMBER

- Managing Your Investment Portfolio, Pt 11: *Mutual Funds & Pooled Products*
- Estates, Trusts & Asset Protection
- Diabetes in Adults
- The Systems of the Body, Pt 11: *The Endocrine System*
- *Holiday Shopping in New York City*
- Trends in Retiring for Active Adults, Pt 6: *Creating Intergenerational Livable Communities*

### DECEMBER

- Managing Your Investment Portfolio, Pt 12: *Individual Securities*
- Financial Planning & Year End Strategies
- Drug & Alcohol Addictions in Adults
- *Winter Sports in Calgary and Banff*
- Housing Options for Adults Needing Assistance, Pt 6: *Palliative Care and Hospice*

### Alternative Gift Giving Guide

Regular columns also include home improvement, second careers (Transitions), legal advice, sports, gardening, wine and food, books, computer advice, car reviews, fitness, style tips, visual and performing art reviews, commentary, humor, the environment, AARP, social security, Medicare and retirement issues. International and national celebrities grace our covers, while local personalities are featured in *Fifty and Fabulous*.

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## **Boom! 2010 Triangle Ad Rates**

**Serving Wake, Durham, Orange, Lee, Chatham, Johnston, Moore, and Harnett Counties  
(35,000 Monthly Circulation – 63,000 Average Monthly Readership)**

### **Please contact the following individuals for rate information:**

National Accounts - Barbara Petty, barbara@boomnc.com, 919.302.3329  
Orange, Durham & Chatham Counties - Kimberly Mayer, mayer\_kimmy@yahoo.com, 919.308.8618  
Wake and Johnston Counties - Barbara Petty, barbara@boomnc.com, 919.302.3329  
Lee, Harnett and Moore Counties - Greg Petty, greg@boomnc.com, 919.302.3089

## **Boom! 2010 Triad Ad Rates**

**Serving Alamance, Forsyth, and Guilford Counties  
(20,000 Monthly Circulation, 36,000 Estimated Average Monthly Readership)**

### **Please contact the following individuals for rate information:**

National Accounts - Barbara Petty, barbara@boomnc.com, 919.302.3329  
Eddie Goldberg, eddie@boomnc.com, 919.624.1797  
Kimberly Mayer, mayer\_kimmy@yahoo.com, 919.308.8618

**Discounts available for insertions into both editions. Please contact Barbara Petty for additional information, barbara@boomnc.com, 919.302.3329**

- **Deadline.** Boom! is distributed within the first three business days of the month. Space reservation is the 20th of the month preceding publication. Art deadline is the 22nd of the month preceding publication. (Dates may fluctuate slightly during holiday seasons. Please discuss with your account manager if you have any questions.)
- **Ad creation charges** are in addition to the insertion rates
- **Guaranteed position and premium placements are available, please discuss with the appropriate account manager for information.**
- **Prepayment** is required for first time advertisers.

## **Additional Advertising Rates**

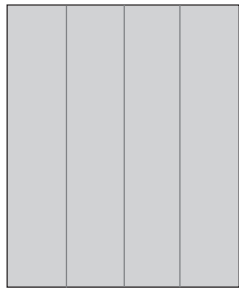
**Internet Tile Advertising and Boom Blast Enewsletter ad space is available**

**Please contact Barbara Petty for information, barbara@boomnc.com, 919.302.3329**

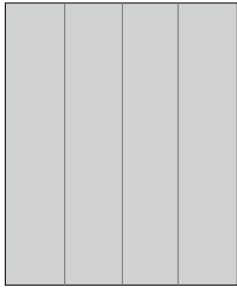
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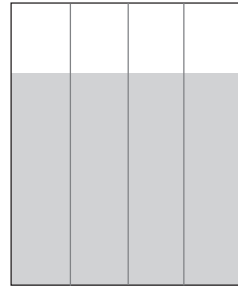
## Boom! Ad Sizes (shown as decimals, width x height) and Specification Information



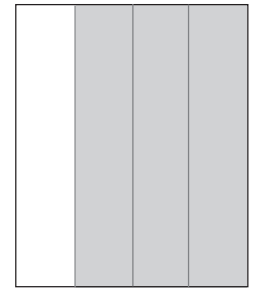
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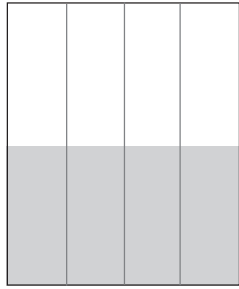
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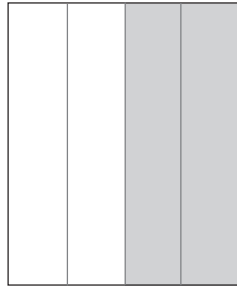
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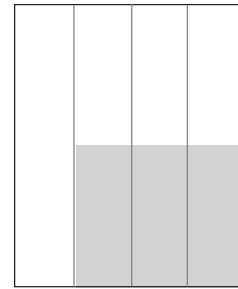
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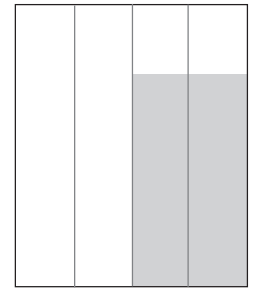
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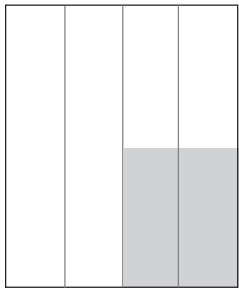
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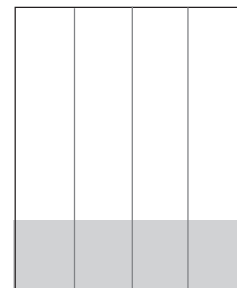
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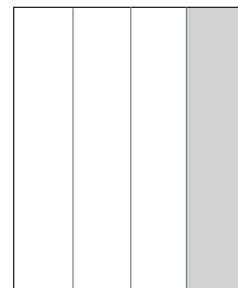
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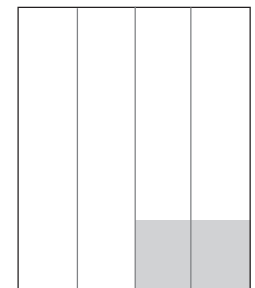
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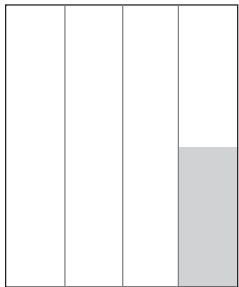
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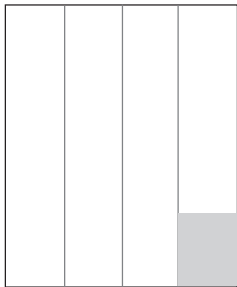
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1/8 PAGE  
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Booming Business ads  
are grouped together  
on the puzzle page.

BOOMING  
BUSINESS  
ADS  
w 2.2875"  
h 2.5875"

### Acceptable File Formats:

- Adobe Acrobat PDF files (preferred)
- EPS Files
- Adobe Photoshop
- Quark XPress
- InDesign

Note: Please make sure all the necessary elements are included when transmitting your art work electronically to Boom! Magazine. All screen and printer fonts and graphic files must be included when submitting native files. All Freehand or Illustrator EPS files must have fonts converted to paths. Photoshop and Acrobat PDF files must be CMYK or grayscale. WHEN CREATING YOUR PDF FILES, PRINT COLORS "AS IS" (QUARK) OR WITH "NO CONVERSION" (InDESIGN). PLEASE MAKE SURE YOUR PDF FILES ARE NOT LOCKED AND ALL FONTS EMBEDDED.

### Production Specifications:

Offset printing on a web press requires special care when setting up your files - due to the high-speed of the presses, and the potential for paper stretching, here are some recommendations for ad design:

- Uncoated paper absorbs more ink than coated. Keep in mind that most colors will appear darker in print than on your monitor.
- Keep all colored type (4-color CMYK screen builds) larger than 16 point. Any type 14 point or smaller should be printed in black. Make sure your black is black and not a CMYK build. If you are using black type over a colored background, set the black to overprint rather than knocking out of the background.
- Keep all reversed type larger than 16 point as well.
- Graphics such as logos and illustrations are best reproduced as EPS files. Photos (CMYK or grayscale) are best reproduced as Tiff or EPS files. Bitmapped files are not recommended.
- All Pantone colors or any other color matching systems are converted to CMYK files. Therefore, we do not guarantee color matching. Do not submit any files in RGB color.
- Use a line screen of 100 lpi. Set the resolution at 200-300 dpi for your images.
- Include a print proof with CDs.
- If you have an "ad slick", we can scan and convert to an electronic file, although we do not guarantee its quality.
- We cannot accept any file formats other than those specified here. If you have an ad that does not fit into our requirements, we can create your ad in-house.