

**MAGAZINE BOOM!**  
 A lifestyle resource for today's active adult  
 Live Smart ~ Live Well ~ Live Large

Find us on Facebook, Twitter and Linked In

Serving Wake, Durham, Orange, Lee, Chatham, Johnston, Moore, and Harnett Counties

*The Power of Information ~ What is Boom?*

Boom! Magazine is a lifestyle publication for active adults. Boom! Magazine inspires, educates, and delights readers with a vigorous new image of phase two living.

Monthly topics include financial news for Living Smart, health and wellness articles for Living Well, and travel and leisure editorial for Living Large!

Regular columns also include home improvement, second careers, legal advice, sports, gardening, wine and food, books, computer advice, car reviews, fitness, style tips, visual and performing art reviews, commentary, humor, the environment, social security, Medicare and retirement issues.

International and national celebrities grace our covers while local personalities are also featured.

*The Power of Print ~ What Makes Boom! a Good Investment for Your Advertising Dollars?*

Magazine readership has grown over the past five years. (Source: MRI)

Magazines deliver more ad impressions than TV or Web in half-hour period. (Source: McPheters & Company)

The average reader spends 43 minutes reading each issue. (Source: MRI)

Magazines are the number one medium of engagement and continue to score significantly higher than TV or the Internet in ad receptivity as well as being trustworthy and inspirational. (Source: Simmons Multi-Media Engagement Study)

Magazines and magazine ads garner the most attention: When consumers read magazines they are much less likely to engage with other media or activities compared to the users of TV, radio or the Internet. (Source: BIGresearch Simultaneous Media Usage Study)

Magazines outperform other media in driving positive shifts in purchase consideration/intent. (Source: Dynamic Logic)

Magazines rank number one at influencing consumers to start a search online. (Source: BIGresearch Simultaneous Media Usage Study)



## Boom! 2012 Editorial Calendar

*Live Smart* (financial news) articles are in green (new for 2012, a series on “Estate Planning”), *Live Well* (health and wellness) articles are in purple. In addition to monthly topics we begin two new columns: “Ask the Pharmacist” and “Frequently and Not-So-Frequently Asked Questions about Your Health.” *Live Large* (travel destinations) stories are in red. The *Lifestyle* sections in brown include two new series for 2012 on “Living Single” and “Energy, Efficiency and Ecology”. We continue with our *Transitions* column where we celebrate Boomer entrepreneurship by sharing success stories and helpful processes. We will also feature new celebrity cover stories, local spotlight articles (including our popular *Fifty & Fabulous* column), as well as our regular columns on computer advice (*Mr. Modem*), food, wine, books, cars, style, commentary, gardening and humor.

### JANUARY

- Estate Planning: *What is Estate Planning?*
- Economic & Investment Outlook
- Starting a New Wellness Program
- Balance in Older Adults
- Santorini, Greece ~ A Small Island With Explosive History
- Living Single: *Learning to Live Alone*

### FEBRUARY

- Estate Planning: *What to Do if Your Spouse Dies*
- Tax Planning
- Treating Cardiac Arrest With Hyperthermia
- Thyroid Testing
- Redondo Beach, CA ~ The Other Side of Los Angeles
- Living Single: *Managing Your Finances When You're Suddenly Alone*

### MARCH

- Estate Planning: *What is Probate?*
- Mutual Funds
- Multiple Sclerosis in Older Adults
- Orthopaedic Urgent Care
- Cancer Series: Geriatric Oncology
- Dubai ~ Vegas on Steroids
- Living Single: *On-Line Dating*

### APRIL

- Estate Planning: *Wills*
- Investing in Stocks
- Breathing Disorders
- Stress and Depression
- Fly Fishing in Jackson County (and Other Diversions)
- Living Single: *Finding A Travel Companion*

### MAY

- Estate Planning: *Revocable Living Trusts*
- Investing for Income
- Treating Shoulder and Elbow Problems
- Osteoporosis and Osteopenia
- Discovering North Carolina ~ The Farm Fresh Back Roads Tour
- Living Single: *Sex and the Single Adult*

### JUNE

- Estate Planning: *Other Types of Trusts*
- Real Estate
- Properly Fitting Shoes
- Cancer Series: Cancer Survivorship
- Normandy, France: *We Remember*
- Living Single: *Dining Out for One*

### JULY

- Estate Planning: *Power of Attorney*
- Education Funding Strategies
- Robotics: Minimally Invasive Surgery
- Heat, Hearts and Hypertension
- Discovering North Carolina ~ Morgantown: Nature's Playground
- Living Single: *Finding Other Singles in Your Social Circle*

### AUGUST

- Estate Planning: *Health Care Power of Attorney*
- Insurance & Risk Management
- Hybrid Operating Rooms: What it Means for the Patient
- Everything You Need to Know About DEET
- Atlantic City and Other New England Casinos
- Living Single: *Staying Single and Healthy*

### 2012-2013 Performing Arts Calendar

### SEPTEMBER

- Estate Planning: *The Living Will*
- Retirement
- Cancer Series: A Multi-Disciplinary Approach to Bladder Cancer
- Treating Varicose Veins Medically and Aesthetically
- The Thrill of Fall in the Adirondacks
- Living Single: *Single Grandparents*

### OCTOBER

- Estate Planning: *Beneficiary Designations*
- Elder Care
- Joint Replacement Options for Boomers
- Physical Therapy for Boomers
- Discovering North Carolina ~ Myrtle Beach in the Off-Season
- Living Single: *Sharing a Residence*

### NOVEMBER

- Estate Planning: *Estate Planning & Taxes*
- Estates, Trusts & Asset Protection
- Shingles in Older Adults
- Brain Mapping: Using GPS Technology
- The Antarctic: Like No Place On Earth
- Living Single: *Single Men or Single Women - Who Struggles the Most?*

### DECEMBER

- Estate Planning: *Planning for Your Heirs*
- Financial Planning & Year End Strategies
- Cancer Series: Oral Chemotherapy
- Crohn's & Colitis
- Discovering North Carolina ~ New Bern and the Tryon Palace
- Living Single: *Finding Contentedness*

### Alternative Gift Giving Guide

NOTE: This schedule may change due to unforeseen circumstances. However, we will make every attempt to cover these topics as published.

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## Boom! 2012 Ad Rates

Serving Wake, Durham, Orange, Lee, Chatham, Johnston, Moore, and Harnett Counties  
(35,000 Monthly Circulation – 60,000 Average Monthly Readership\*)

\*Circulation numbers verified by a Circulation Verification Council (CVC) Audit. Senior Publications Media Group (SPMG), a national media-buying agency lists Boom! Magazine in their 100 top-rated senior newspapers in the country.

### Rate Sheet - All Rates Are Net

Prices listed are per month - frequency discounts are for a 12 month period.

SPACE	Open	4x	6x	8x	12x
Full page full bleed	1700	1600	1550	1500	1425
Full page	1650	1550	1500	1450	1375
3/4 page	1350	1275	1225	1175	1100
Half page	950	875	835	800	750
3/8 page	800	750	725	700	650
1/4 page	575	525	500	475	425
1/8 page	325	300	285	275	250
Booming Business Ads	NA	100	90	85	75

• **Deadline.** 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 executive if you have any questions.)

• **Ad creation charges** are in addition to the rates listed above.

• **Prepayment** is required for first time advertisers.

### OPTIONAL CHARGES, per month

**COLOR:** 4-color: \$200 for full and 3/4 page; \$100 for 1/2 and 3/8 page; \$75 for 1/4 page; \$50 for 1/8 page.

**INSERTS:** \$40 per thousand for single sheet; \$55 per thousand for 4 pages; \$70 per thousand for 8-12 pages.

### Internet Advertising Rates

**Tile Advertising:** \$100/month home page or calendar page, \$150/month for both pages.

(Can be static jpg or an animated gif or Flash file, maximum of three rotations.)

www.boomnc.com ~ monthly visitors average 6,000; monthly unique visitors average 3,000.

**Boom! Blast Newsletter:** \$150 month (total of 2 blasts).

Bi-monthly emails average 1,000 unique email addresses twice a month.

**Facebook and Twitter Posts available:** Please discuss with your account executive.

### *The Power of Numbers ~ Who are the Boomers?*

**In the US Alone, One Adult Turns 50 Every Eight Seconds, or a Total of 4.7 Million Annually**

**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.

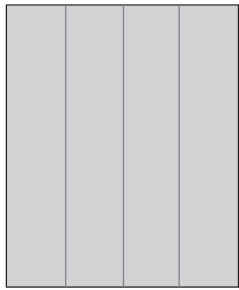
**Employment** ~ 80% of Boomers are still employed, and many will continue working. This is the first generation of fully-employed women.

**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.

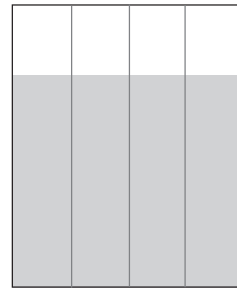
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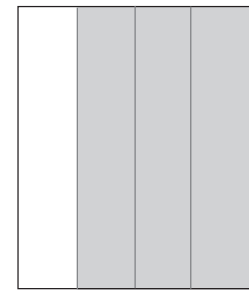
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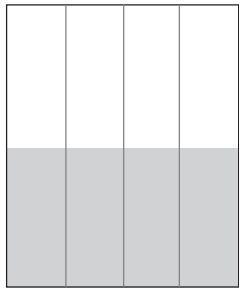
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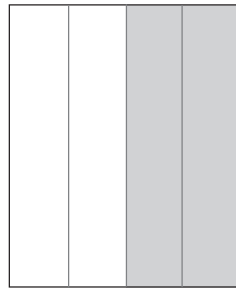
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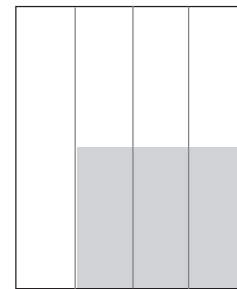
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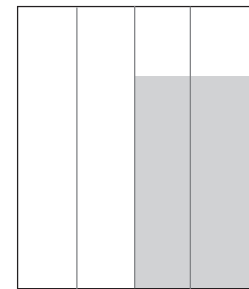
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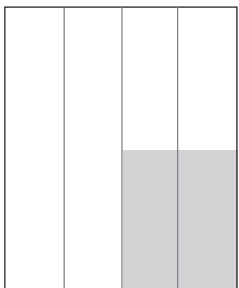
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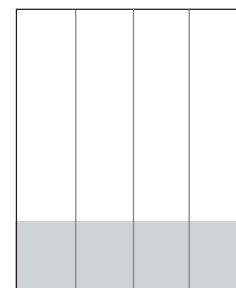
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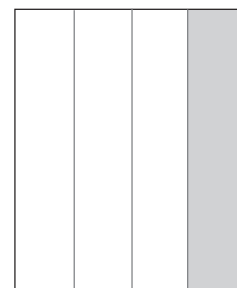
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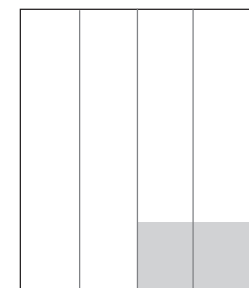
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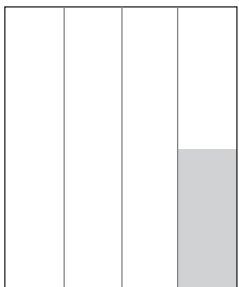
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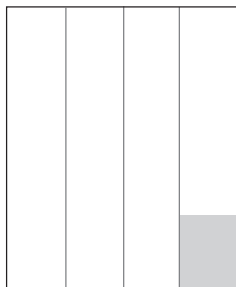
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Booming Business ads  
are grouped together  
on the puzzle page.

BOOMING  
BUSINESS  
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### Acceptable File Formats, Print:

- Adobe Acrobat PDF files (preferred)
- EPS Files
- Adobe Photoshop files

### File Formats, Online:

- Tile ads 215px w x 150px h:  
jpg, gif or Flash
- Banner ads for Boom! Blasts:  
5" wide by 1" high, 72dpi, jpg only

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 complimentary.