

I'm a lifelong Athens resident and I really appreciate Boom and what it offers the community... I love the flair and zest for life of your magazine.

Linda G.



BOOM MAGAZINE

Celebrating 6+ years of Award-Winning Content

Powerful Print



Local Digital



Local Events Leader

When you advertise in Boom, you make a statement that older adults are an important part of the success of your business.



"To create a community of readers by sharing the truths of the Boomer experience, then and now"



10 Reasons to Advertise in Boom Magazine



“Thank you for bringing by the directories! I wanted to let you know that you knocked it out of the park. They look FANTASTIC!!!!

Megan Vogt, ADRC Program Manager, Northeast Georgia Area Agency on Aging

1 Reach a local, loyal audience of active, educated older adults through the only magazine in Athens targeted specifically to the Fifty and Forward demographic.

2 Influence engaged readers – our fans “love” us!

3 Build and associate Your brand with Our respected content

4 Value-added partnership – Our advertisers get first dibs on participating in our annual Boom Bash Senior Expo, and discounts in our Senior Directory of Services.

5 Boom advertising works. Our advertisers consistently renew their ads with Boom because those ads generate new and repeat business.

6 Magazines rank #1 at influencing consumers to start a search online.*

7 We’re award-winning. Every year since 2016, we’ve brought back writing and design awards from the North American Mature Publishers Association.

8 Our digital issue includes a link to your website or social media page.

9 When you advertise in Boom, you make a statement that older adults are an important part of the success of your business.

10 Athens continues to make national Top 10 lists of communities most attractive to retirees. Reach these new residents through Boom.



* Source: BIGresearch Simultaneous Media Usage Study

The Boom tagline is **“Our Stories: Then and Now”** and we never lack for content. Over the past six years, we have shared dozens of informative, entertaining, and inspirational stories about local people, local businesses, and local life.



Boomers Rock the Economy



Read these statistics and you'll have to agree Boomers still rock!

- We outspend the average consumer in nearly every category including food, household furnishings, entertainment, personal care, gifts, etc.
- Those of us 50+ account for half of all consumer spending but are targeted by just 10% of marketing.
- 80 percent of Boomers own their homes.
- We spend \$157 billion on travel every year.

You're leaving money on the table if you don't market to Boomers.

Add Print. Add POWER.

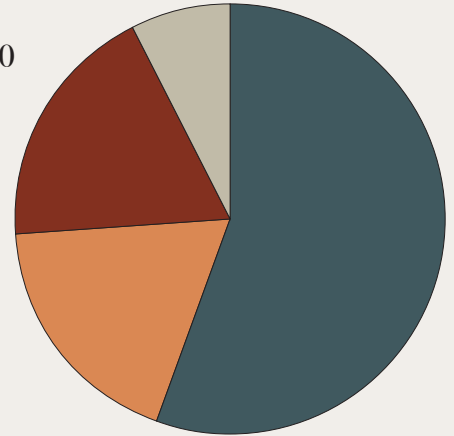
- Magazines remain the #1 medium for driving purchase consideration and intent. *
- Print is the ideal marketing medium: it is powerful, engaging, versatile, and creative.
- Our reader survey shows Boom is shared and read by at least two to three more people.
- Boom has excellent reach and high visibility in such distribution locations as Kroger's, Publix, Ingles, Striplings, Bell's, Earthfare, medical offices, libraries, fitness centers, bottle shops, arts and entertainment venues, downtown racks, and restaurants.

*Source: The Power of Print

**Boom 2022 Reader Survey

Reader Survey Statistics and Demographics

- Age under 50
- Age 50-64
- Age 65-79
- Age 80 plus



Homeownership

83% own

90% live in their home



Education

63% 4-year degree or higher

27% Some College



Employment status

82% retired

16% work

2% unemployed



Living arrangements

50% single (widowed, divorced, never married)

47.2% married

11% of Boom readers are caregivers



BOOM's Value-Added Advertising

Enjoy our value-added advertising at no extra cost.

- Get first choice for vendor space at the Boom Bash Senior Expo.
- Discounts in the Boomer Directory of Senior Resources
FREE graphic design
- ALL ads show and have links in the flipbook version of Boom, which resides at the BoomAthens.Com website.

Deadlines: The deadline to reserve space is 4 weeks before publication with the ad due 2 weeks before the scheduled publication date.

Issue	Ad Due
Winter (Jan. 1)	Dec. 15
Spring (April 1)	Mar. 15
Summer (July 1)	June 15
Fall (Oct. 1)	Sept. 15

Print Ad Rates	1x	4 Plus
Full Page	\$1,200	\$1,000
1/2 Page	\$700	\$625
1/4 page	\$450	\$375

Premium: Includes an online ad	
Back Cover	\$1,400
Inside Back Cover	\$1,200

**INSIDE
BACK COVER
BACK COVER
8.625 X 11.125**

**3.6
x
4.875**

7.375 x 9.875

7.375 x 4.875

- **PAYMENT OPTIONS (CC, ACH, CHECK)**
- **EMAIL MATERIALS TO: Betsy@boomathens.com**

CAMERA READY INSTRUCTIONS

- High resolution file (300 dpi)
- PDF, PNG, JPG or TIFF (GIFs not acceptable)

FOR BOOM TO DESIGN, WE NEED

- High-resolution images (300 dpi or 2.-3 MB or higher).
The larger the image the greater the MB requirement.
This includes logos, art, and photos.
- Ad copy (including headline, supporting copy and contact information). If necessary, Boom can help create the copy.

More Value Added

List your business events in our comprehensive Boom Calendar for Grown-Ups at no charge.

We have really appreciated our business relationship with you guys. Thank you for helping us along the way :)

*Breya & Nicholas Jones
Athena Air
Heating & Cooling*

