



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* 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 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 that covers print publications with a combined circulation of 55 million.



The audit confirmed the following:

- The average gross distribution for Boom! Magazine is 29,916 (30,000 listed in the media kit),
- The total number of unique readers is 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, 44% hold on to Boom! for one month or longer
- 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. The Boom! Web site experiences per month:

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

Marketers and advertisers, both nationally and in the Triangle, recognize the potential value of speaking directly to the Boomer demographic. The Boomer market drives consumer demand and is estimated at \$750 billion in spending power, controls at least 50% of all discretionary income, and owns 3/4 of all financial assets.

Created by publishers Barbara and Greg Petty, Boom! is a resource for the active adult. Originally titled and established as *Fifty Plus* in 1991, the publication rebranded to Boom! Magazine in 2006. Monthly topics include financial news for *Living Smart*, health and wellness information for *Living Well*, and travel and leisure articles for *Living Large*.

For a copy of the audit report or a media kit, contact Greg at 919.302.3089, gpetty@boomnc.com or Barbara at 919.302.3329, bpetty@boomnc.com

BOOM! MAGAZINE IS PUBLISHED BY PRIME COMMUNICATIONS OF THE TRIANGLE, INC.

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