

Baby Boomers



Baby Boomers read our papers!

According to a recent survey from the National Newspaper Association, 76% of people who read community newspapers are Boomers. Our newspaper group reaches over 18,000 people in this age category. It's a market we serve and a market we want to continue serving well.

Who is a Baby Boomer? The term "Baby Boomers" describes the generations of Americans born in the post-World War II "baby boom," between 1946 and 1964.

To provide Boomers with the information they need to lead an active lifestyle, yet deal with the transitions they will face concerning employment, retirement, caring for loved ones, and health, we are publishing a series of articles on related topics, including:

- **Baby Boomers Should Plan Ahead - Estate planning**
- **Focus on the 50s: What's in Store for Younger Boomers**
- **Financial House Cleaning and Review for Boomers**
- **Affordable Vacation Ideas for Boomers**
- **Boomers Becoming Entrepreneurs**
- **Tips For Boomers Rejoining The Work Force**
- **Retirement Tips for Baby Boomers**
- **Fitness Tips for Baby Boomers**
- **Baby Boomers Can Survive Layoffs Late in the Game**
- **10 Non-Financial Tips for Retiring Boomers**

**To find out how you we can help you reach
this market, call us today at
651-457-1177**

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***Our newspaper group reaches over
37,500 homes and businesses in the
greater St. Paul area and also the
Hispanic audience of the Twin Cities.***