

BABY BOOMERS

Engage with Newspapers

Baby boomers are the wealthiest generation and account for half of consumer spending.

They are nearing or enjoying retirement and are watching their millennial children start families. Many are empty nesters who are likely to spend their money on hobbies and luxury items.

Boomers are also avid newspaper readers who actively respond to the ads they see.



84%

of adults 55+ **have taken action as a result of seeing an ad** in a print newspaper in the past 30 days.¹

59%

say newspapers were **instrumental** in starting their consumer product search.²

Baby boomers rank newspapers as the
MOST TRUSTED
source of news and information.¹

TOP ACTIONS

taken by Baby Boomers after recalling specific newspaper ads:¹

GATHER

SAVE

ad for reference.

ASK

someone about the product.

VISIT

store/dealer.

SEARCH

online for the product.

DEVELOP

a favorable opinion.

VISIT

advertiser's website.

RECOMMEND

the product.

SHARE

the ad.

CONSIDER

purchasing the product.

Marketing to baby boomers:



Heartwarming advertising messages

resonate best with baby boomers. They like ads that feature family, love and togetherness.⁴

Highlight your product or service's benefits and how they can make boomers' lives easier, better or healthier.³

Use humor in your advertising

wisely. Avoid any jokes that might require background knowledge of a recent trend or fad.⁵

58% of boomer women are more likely to purchase products from **brands that use women who look like them in their advertising** than they are to purchase from brands that do not.⁶



Baby boomers **trust the recommendations of their peers, friends and relatives.** Therefore, reviews, testimonials and recommendations are important.⁷

86% of baby boomers are **members of a brand loyalty program** to get points and rewards.⁸