



Boom! Magazine Completes Audit by Circulation Verification Council

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Boom! Magazine completed a Circulation Audit Report by the Circulation Verification Council in May.

PR9.NET June 02, 2008 - CARY, N.C. - Barbara Petty, publisher of Boom! Magazine, a monthly publication dedicated to the active lifestyle of those 45 and older, announces today that Boom! completed a Circulation Audit Report by the well-respected auditing company, Circulation Verification Council in May.

"The Circulation Verification Council (CVC) 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," explains Greg Petty, managing editor for Boom!

The audit confirmed that the average gross distribution for Boom! Magazine is 29,916 (30,000 listed in the media kit), and that the total number of unique readers is 46,800 (50,000 estimated). The Circulation Verification Council is a respected national, independent newspaper and print publications audit firm based in St. Louis, MO. Their audits cover print publications with a combined circulation of 55 million.

As part of the audit process, a readership survey was also completed. The survey confirmed that 50 percent of Boom! readers keep the magazine at least two weeks, 75 percent of those readers purchase products or services from advertisers, and that 54 percent are between the ages of 45-64, the prime active adult market.

"The audit by Circulation Verification Council brings a level of professionalism to Boom! Magazine that is uncommon among free publications," says Petty. "Business owners, marketing managers and advertising coordinators understand the importance of using and distributing viable statistics and demographics."

Marketers and advertisers, both nationally and in the Triangle, recognize the potential value of speaking directly to the boomer demographic. National companies in industries such as automotive, financial services, and retail are all producing marketing campaigns designed specifically to reach the baby boomer. The boomer market drives consumer demand and is estimated as \$750 billion in spending power, controls at least 50 percent of all discretionary income, and owns 75 percent of all financial assets.

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About Articulon

Based in Raleigh, Articulon serves as a boutique marketing communications, design and public relations firm dedicated to putting a voice to the value of small- to mid-sized companies. Inspired to gain results, Articulon helps clients to break through the abundance of noise with a brand and a focused message that creates a connection with an audience. Far beyond traditional, Articulon's client campaigns are characterized by their responsiveness, creativity and commercial intelligence. Work has been completed for emerging brands and fortune 500 organizations including: Panera Bread, AKC, Defond North America, The Better Business Bureau of Eastern North Carolina, WCPE- TheClassicalStation.org, Helms Mulliss Wicker, HumanCentric Technologies, Sustainable North Carolina, McDonald's Corporation and Saks Fifth Ave. Visit www.articulon.com or call (919) 232-5008.

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