

BOOMERMALE.com

Be Well. Do Well. Live Well.

Backgrounder

Who:

BoomerMale.com is the inspiration of Tom Hering. Hering, an author, wrote the book " 51 Life Lessons Every Boomer Male Should Know By Now." The book helped frame the content and subject matter of the BoomerMale.com website.

What:

BoomerMale.com features useful inspiration including podcasts, storycasts, interviews and posts from subject matter experts of the baby boom generation covering the unique challenges of men 50+. Topics include:

- ✓ Financial health
- ✓ Physical health
- ✓ Emotional health
- ✓ Sex
- ✓ Dating
- ✓ Wealth building
- ✓ Travel
- ✓ Career

Why:

More than 38,000,000 American men born between 1946 - 1964 make up this generation. Hering and his business partner Mike Mathews felt the market lacked a comprehensive source of information unique to men of the era. Most of the sites they found were singular in their topics focus such as "financial" only or "health" only. BoomerMale.com is dedicated to helping men "be well, do well, and live well" during the last 25 to 30 years of a man's life also known as the "third act."

More:

BoomerMale.com plans to create its own brand of products specifically designed for the 50+ male. In addition, the site will offer their official "seal of approval" to other products for boomer men that meet the high standards and qualities of the site.

BoomerMale.com is the parent company of Divorce-1-1.com, a site geared for men experiencing a divorce.