

Resources

[Eons](#) is a place to gather.

[TheMatureMarket.com](#) is a news source about marketing to this generation.

[International Mature Marketing Network](#)

[Senior News](#) compiles news stories of interest to seniors

[The Boomer Blog](#) is a boomer focused blogging site

The [Senior Agency Australia](#) is an Australian boomer marketing agency's site

[Kurt Medina](#) focuses on direct marketing to those aged 50+

[Wanobe.com](#) is a British site focusing on the boomer generation