AARP THE MAGAZINE
Editorial Calendar 2018

AARP The Magazine has three editorial editions targeted to different life stages (50-59, 60-69, and 70+) with versioned editorial. Service journalism, compelling storytelling, first-person narrative, and celebrity profiles are presented in a warm, vibrant and inviting format that encourages readers to reflect, engage and enjoy midlife and beyond.

December/January
Tech Special Section
Health  Winter Ailments: Colds, flu, bronchitis, pneumonia; Medical Mystery: Dementia
Money  Financial Planners Weigh in with a Year-end Checkup
Living  Smart Gadgets and Apps That Make Life Easier—PERS, BP monitors, TV
People  Octavia Spencer, Henry Winkler

February/March
Money Special Section; Movies for Grownups
Health  A Heart Owner’s Manual with AHA; New Hope for Aging Eyes: A survey and solutions; The Loneliness Epidemic and its Physical Impact
Money  Steal this Retirement: Roundup of people doing it right; Fraud by People We Know: Stories and prevention advice
Living  Annual Movies for Grownups Awards; 3 Dream Cruises
People  Scott Hamilton/Winter Olympics

April/May
Health Special Section
Health  How We Age Today—pain management, brain health, plastic surgery, sex after 50; Mysteries of the Body Explained
Money  Invest in Your Passions—from rechargeable cars to space exploration
Living  5 Delicious Reasons to Travel: Maine, New Orleans, Kansas City, Santa Fe; 7 Habits of Successful Vacationers; Mother’s Day special
People  Melissa McCarthy

June/July
AARP 60th Anniversary Special Section
Health  Healthy Breakfasts; Metabolism Myths; What Your Doctor Wishes You Knew
Money  Ten Commandments of Smart Money
Living  The Best Places to Live Under $40,000
People  Willie Nelson

August/September
Hispanic Awareness Month Special Section; Suze Orman’s New Rules of Retirement
Health  Why Doctors Don’t Know About Menopause; New Hope for Aging Eyes; Diabetes Q&A; Fix Your Hips
Money  Second Careers of Rock & Rollers
Living  7 Steps to TV Nirvana; Eating Across America
People  Sally Field

October/November
Health Special Section
Health  Medical Breakthroughs; The Next Miracle Pills
Money  Fraud: The Dark Web; The Financial Jargon Translator; Your Once-a-Decade Lawyer Visit
Living  Four Seasons, Four Regions for Travel; Keeping Up with the Joneses
People  Blythe Danner/Hillary Swank

December/January 2019
Motown Special Section
Health  Off-Label Prescriptions; Weight Gain; This is Why Your Head Hurts (Decision Tree)
Money  If You Believe in This, Invest in That
Living  Life Made Easier Tech Roundup
People  Stories from Motown Insiders

Space/Material Closing Dates
Feb/Mar  12/1/17
Apr/May  2/8/18
Jun/Jul  4/9/18
Aug/Sep  6/8/18
Oct/Nov  8/8/18
Dec/Jan ’19  10/8/18

NOTE  Editorial content subject to change without notice

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