

# 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.



Space/Material Closing Dates	
Dec/Jan '18	10/6/17
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

## 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; TV for Grownups

- Health** Headaches: A self-diagnosis chart; Why We Know Nothing About Menopause
- Money** Best Places to Live on Under \$35,000 a Year; Thriving in the New Economy
- Living** True Tales of Travel Insurance; TV for Grownups: Programming, products and services
- People** Tracy Morgan

## August/September

### Multicultural Special Section (Hispanic focus)

- Health** My Diabetes Journal: Diagnosed, now what?; The Gut: It's more than you think
- Money** Retirement Envy: Keeping up with the Joneses; Getting Past the Job Gatekeepers
- Living** What Makes Marriages Last?
- People** Michael Douglas

## October/November

### Health Special Section

- Health** Medical Breakthroughs; Whole-Life Checklist: Diet, exercise, health, insurance, and home safety (50s, 60s, 70+)
- Money** Automatic IRA Contribution: Set it, but don't forget it
- Living** Ancestry Travel: You can go home again
- People** Sally Field

## December/January 2019

### Motown 60th Anniversary Special Section

(African American focus)

**NOTE** Editorial content subject to change without notice

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