AARP The Magazine is the only lifestyle publication with three demographically versioned editions that address the evolving life stages of 50+ adults. This contextual relevance, along with mass reach and scalable targeting, delivers success to a diverse group of marketers seeking to make an impact.
AARP THE MAGAZINE
Delivers Powerhouse Value

1. A Media Giant With Mass Appeal
   America’s most-read magazine, with 38.2 million readers—more than 2X the viewership of 60 Minutes and America’s Got Talent combined.

2. #1 in Long-Term Growth
   Nearly 3 million in reader growth over the past 10 years while the remaining top 10 reach magazines declined, on average, by 7 million.

3. Must-Read Magazine
   2 in 3 (65%) read 4 out of 4 issues. Among the top 10 magazines, only Costco Connection has comparable loyalty, while the others range from 33%-46%.

4. #1 in Boomer Reach
   21 million Boomers turn to each issue—more than any other MRI-measured magazine.

5. More Influential
   2X more likely to be Influentials than age 18-49.

SOURCE: GfK MRI Spring 2019; Nielsen week ending 6/17/19

REACH YOUR REP 646.521.2500 / advertise@aarp.org
AARP THE MAGAZINE

Targeted Access

As the only lifestyle publication edited for and about 50+ Americans, the Magazine’s top-ranked responsiveness and reader engagement is a testament to its effectiveness. Three seamlessly edited versions speak directly to the mindset and life stage of each core demographic to maximize audience and advertising connectivity.

Targeted Advertising

Flexible demographic options provide 80 ways to place advertising that reach today’s most powerful consumer segment and not the general market. Product selection, creative approach, and messaging can be altered to maximize impact.
AARP THE MAGAZINE
Audience Demographics

AARP’s flagship lifestyle publication provides marketers with up to 80 ways to target today’s largest demographic within an editorial environment that speaks directly to them.

SOURCE GfK MRI Spring 2019

REACH YOUR REP 646.521.2500 / advertise@aarp.org
Advertiser List

**Apparel/Accessories**
- Cartus
- Demesy & Co.
- Dream Products
- Hitchcock Shoes
- Hotter Shoes
- Paula Young Wigs
- Skechers Footwear
- Stauer

**Auto**
- Avis Budget Group
- Chevrolet
- Garmin
- WeatherTech

**Collectibles/Toys**
- 1st American Reserve
- 1st National Reserve
- Ashton-Drake Galleries
- GovMint
- Universal Coin and Buillion

**Consumer Electronics/Services**
- Consumer Cellular
- GreatCall Jitterbug
- TiVo
- Tracfone Wireless
- TV Ears
- ZVOX Audio

**Financial**
- Fidelity Investments
- Harland Clarke
- Wesley Financial

**Food/Beverages**
- Bob’s Red Mill
- California Wine Club
- Fratelli Carli Olive Oil
- Kellogg’s
- Omaha Steaks
- Oscar Mayer
- POM Wonderful
- Quaker Oats
- Stouffer’s

**Health/Wellness**
- Abbott Diabetes Care
- Abbott Ensure Products
- Always Discreet
- Bausch & Lomb Preservision
- Bioderm
- Bladder Cancer Advocacy Network
- Bonro Medical
- CareLinx
- ClearChoice Dental Implants
- Cochlear Americas
- Coloplast
- Connect America
- Curel
- Exact Sciences Cologuard
- Inogen One
- Invacare
- Life Alert
- LifeEar
- Magni Company
- Medical Guardian
- MobileHelp

**Hospitals/Treatment Centers**
- Centura Health Colorado
- M.D. Anderson Cancer Center
- South County Hospital
- Texas Ctr. for Proton Therapy
- Texas Health Resources
- Texas Oncology

**Home/Building**
- Acorn Stairlift
- BathWraps
- Bruno Independent Living Aid
- Country Home Products
- David Oreck Candle Co.
- firstSTREET
- Generac Power Systems
- Harbor Freight Tools
- Let’s Gel
- Renewal by Andersen
- Safe Step Walk-In Tub
- Sleep Number
- Stannah Stairlifts

**Insurance**
- Allstate
- Blue Cross Blue Sheild

**Media/Entertainment**
- Instant Publisher
- PBS
- Penguin Group
- Suze Orman Media

**Pets**
- PetComfort
- Petplan

**Real Estate**
- Arkansas Retirement
- Brookdale Senior Living
- GL Homes
- Glen Lakes
- Good Samaritan Society
- Kissing Tree
- The Relocation Center

**Petplan**

**California Dept. of Insurance**

**CarePlus Health Plans**

**Delta Dental**

**EyeMed Vision Care**

**Foremost**

**GEICO**

**Globe Life & Accident**

**The Hartford**

**Mutual of Omaha**

**New York Life**

**UnitedHealthcare**

**REACH YOUR REP 646.521.2500 / advertise@aarp.org**

A Division of AARP Services, Inc.
**Restaurants**
Carrabba’s Italian Grill
Denny’s
Outback Steakhouse

**Retail**
Kroger
Visionworks
Walgreens

**Travel**
**Cruises/Transportation**
America By Rail
American Cruise Line
Blount Small Ship Adventures
Crystal Cruises
Grand Canyon Railway
St. Lawrence Cruise Lines

**Destinations**
Arkansas State Parks
Asheville CVB
Carlsbad CVB
Chickasaw Cultural Center
Choctaw Casino
City of Alamogordo
City of Laredo CVB
Clinton Presidential Library
Colorado Springs CVB
Daytona Beach CVB
Fredericksburg CVB
Galveston CVB
George Bush
Presidential Library
Henderson County
Las Cruces
Louisiana Travel & Promotion
New York State Tourism
North Dakota Tourism
Oklahoma City CVB
Oklahoma Tourism
Outer Banks Visitors Bureau
Pearland CVB
Port Arthur Texas
Santa Fe County
Santa Fe Opera
Sixth Floor Museum/
JFK Museum
South Padre Island CVB
St. Augustine Lighthouse
State of Arkansas
Visit Denver
Visit Greenville, SC
Zoysia Farm

**Hotels**
Hilton
Hilton Sandestin
Palace Resorts
Sandals

**Tour Providers**
Caravan Tours
Go Ahead Tours
Perillo Tours