AARP The Magazine

EDITORIAL CALENDAR 2020

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 format that encourages readers to reflect, engage and enjoy midlife and beyond.

FEB/MAR
Money Special Section
Health Heart Health
Money Love and Money: Challenges Including Financial Infidelity & Supporting Parents Financially
Travel American River Cruises: A Definitive Poster Graphic Comparing Offerings
Ad Close 12/2/19

APR/MAY
Health Special Section
Health Your Body Owner’s Manual (50s/60s/70+): Maintain Maximum Health in Every Life Stage
Brain Health: Dr. Sanjay Gupta Book Excerpt
Money All For One: How to Save Using Friends and Family Plans
Travel Big Cities on Little Budgets: New York, Chicago, Los Angeles and Las Vegas
Ad Close 2/7/20

JUN/JUL
Brain Special Section
Health New Eyecare Solutions
Money Protect Your Savings
Living Second Careers of Rock and Rollers
Ad Close 4/8/20

AUG/SEP
Food Special Section
Health The Real Rules of Nutrition in Your 50s/60s/70s: A Guide to the Best Food for this Lifestage
Food How America Eats: A Cultural Take on Diet; Plus, Nostalgic Eats
Money Ten Years After the Layoff: Tight-Knit Group of Workers Who Lost Their Jobs Together in 2010
Living The Property Brothers Return with More Insights for Your Home After 50
Ad Close 6/8/20

OCT/NOV
Health Special Section
Health Vision Insurance and Resources: A Guide to What’s Covered and the Best Medical Facilities
Living Volunteer Sleuths Who Puzzle Out Cold Cases
Travel How to Plan Your First, Second and 10th European Vacation
Ad Close 8/7/20

DEC/JAN ‘21
Tech Special Section
Health Medical Mistakes
Living Life Made Easier Tech Roundup
Money TBA
Ad Close 10/8/20