AARP Bulletin is read with a sense of urgency because its news and policy editorial uniquely addresses member expectations and the needs of 50+ adults with information written just for them. A seamless ad/edit environment delivers an action-oriented audience and high advertiser ROI.
AARP Bulletin
MUST-READ CONTENT

1 MEDIA GIANT
30.3 million readers #4 among all national magazines. 78% have been reading for 4+ years, 81% read every issue.

2 HIGH ENGAGEMENT
95% first read within a week of receipt, 81% in the first two days. 75% read cover to cover. 52 minutes spent reading each issue.

3 VALUED CONTENT
7 in 10 readers say they gain knowledge from AARP Bulletin that they don’t learn from other media. Over half consider the Bulletin to be more informative and relevant than any other magazine they read.

4 ACTION DRIVER
88% say AARP Bulletin is an important part of their decision to renew membership. 7 in 10 discuss Bulletin editorial with others or take other actions after reading.

5 ROI GENERATOR
6 in 10 Bulletin readers take action after seeing an ad. Top 3 actions taken: 1. Visit a website, 2. Spread the word/contact a professional, 3. Respond to a special offer.

SOURCE GfK MRI Fall 2019, publisher-defined prototype; AARP Bulletin Reader Study
AARP Bulletin

AUDIENCE DEMOGRAPHICS

AARP’s news and current affairs publication provides marketers the opportunity to reach highly responsive and influential 50+ consumers directly in their home.

### Audience

<table>
<thead>
<tr>
<th>Audience</th>
<th>Audience (000)</th>
<th>% Comp</th>
</tr>
</thead>
<tbody>
<tr>
<td>Audience</td>
<td>30,376</td>
<td>100%</td>
</tr>
<tr>
<td>Men</td>
<td>15,188</td>
<td>50%</td>
</tr>
<tr>
<td>Women</td>
<td>15,188</td>
<td>50%</td>
</tr>
</tbody>
</table>

Median age 67
Readers per copy 1.35

### Education

<table>
<thead>
<tr>
<th>Education</th>
<th>Audience (000)</th>
<th>% Comp</th>
</tr>
</thead>
<tbody>
<tr>
<td>Any college</td>
<td>19,764</td>
<td>65%</td>
</tr>
<tr>
<td>Graduated college+</td>
<td>11,631</td>
<td>38%</td>
</tr>
</tbody>
</table>

### Employment Status

<table>
<thead>
<tr>
<th>Employment Status</th>
<th>Audience (000)</th>
<th>% Comp</th>
</tr>
</thead>
<tbody>
<tr>
<td>Employed</td>
<td>12,898</td>
<td>43%</td>
</tr>
<tr>
<td>Retired</td>
<td>14,714</td>
<td>48%</td>
</tr>
</tbody>
</table>

### Household Income

<table>
<thead>
<tr>
<th>Household Income</th>
<th>Audience (000)</th>
<th>% Comp</th>
</tr>
</thead>
<tbody>
<tr>
<td>HHI $50,000+</td>
<td>19,995</td>
<td>66%</td>
</tr>
<tr>
<td>HHI $75,000+</td>
<td>14,445</td>
<td>48%</td>
</tr>
<tr>
<td>HHI $100,000+</td>
<td>10,291</td>
<td>34%</td>
</tr>
</tbody>
</table>

Median HHI $71,530

### Home Ownership

<table>
<thead>
<tr>
<th>Home Ownership</th>
<th>Audience (000)</th>
<th>% Comp</th>
</tr>
</thead>
<tbody>
<tr>
<td>Homeowners</td>
<td>23,741</td>
<td>78%</td>
</tr>
<tr>
<td>Home value $200,000+</td>
<td>15,482</td>
<td>51%</td>
</tr>
</tbody>
</table>

Median home value $259,692

### Internet Use

<table>
<thead>
<tr>
<th>Internet Use</th>
<th>Audience (000)</th>
<th>% Comp</th>
</tr>
</thead>
<tbody>
<tr>
<td>Internet access in home</td>
<td>27,112</td>
<td>89%</td>
</tr>
</tbody>
</table>

### Other Key Demographics

<table>
<thead>
<tr>
<th>Other Key Demographics</th>
<th>Audience (000)</th>
<th>% Comp</th>
</tr>
</thead>
<tbody>
<tr>
<td>Married</td>
<td>18,548</td>
<td>61%</td>
</tr>
<tr>
<td>Single/Widowed/Divorced/Separated</td>
<td>11,828</td>
<td>39%</td>
</tr>
<tr>
<td>Grandparent</td>
<td>18,030</td>
<td>59%</td>
</tr>
</tbody>
</table>
AARP Bulletin

EDITORIAL CALENDAR 2020

AARP Bulletin is read with a sense of urgency because its news and policy editorial uniquely addresses member expectations and the needs of 50+ adults with information written just for them. A seamless ad/edit environment delivers an action-oriented audience and high advertiser ROI.

JAN/FEB ‘20
Cover: Workplace Age Discrimination
Money: Renovate Your Home Insurance
Health: Is Your Blood Pressure Being Treated Right?
Ad Close: 11/8/19

MARCH
Cover: Suze Orman’s Smart Money Action Plan
Money: The Secure Act: Retirement Law Changes
Health: Should I Eat Organic?
Ad Close: 1/9/20

APRIL
Cover: The Big Business of Fraud
Money: What to Do with Your Tax Refund
Health: A Little Love for Your Lungs
Ad Close: 2/7/20

MAY
Cover: The Medicine Hard Sell
Money: Work Smart on Social Security
Health: Too Loud! Save Your Hearing
Ad Close: 3/9/20

JUNE
Cover: The Growing Might of Older Voters
Money: The Nasty Business of Debt Collection
Health: Vitamin D Versus Sunscreen
Ad Close: 4/8/20

JULY/AUGUST
Cover: 99 Great Ways to Save, 11th Edition!
Money: Your Rights Under Arbitration Clauses
Health: The Hidden Issue of Fatty Liver Disease
Ad Close: 5/8/20

SEPTEMBER
Cover: Steal This Retirement!
Money: How I Sold My Valuables
Health: In Development
Ad Close: 7/8/20

OCTOBER
Cover: Where Candidates Stand
Money: When You’re Offered a Lump Sum
Health: Annual Medicare Update
Ad Close: 8/7/20

NOVEMBER
Cover: Fads, Fails and Fixes 2020
Money: Annual Car Insurance Update
Health: Long Distance Caregiving
Ad Close: 9/8/20

DECEMBER
In Development
Ad Close: 10/8/20

Ask about digital complements
Editorial disruptor options subject to availability
Editorial content subject to change without notice

- AARP MEDIA SOLUTIONS

REACH YOUR REP ■ 646.521.2500 ■ advertise@aarp.org
## AARP Bulletin

### ADVERTISING LIST

#### APPAREL/ACCESSORIES
- Stauer

#### COLLECTIBLES/TOYS
- Bradford Exchange
- GovMint
- Littleton Coin Company
- Timepieces
- U.S. Money Reserve

#### CONSUMER ELECTRONICS/SERVICES
- AT&T Wireless
- Consumer Cellular
- GreatCall Jitterbug
- Sinclair Intimacy Institute
- TV Ears

#### DIRECT RESPONSE
- Defenders
- Dream Products
- Encore
- Frank W. Cawood & Assoc.

#### FINANCIAL/INSURANCE
- Centers for Medicare & Medicaid (CMS)
- Fidelity Investments
- GEICO
- The Hartford
- JPMorgan Chase
- Mutual of Omaha
- New York Life
- OptumRx
- UnitedHealthcare AARP Supplemental Insurance
- UnitedHealthcare AARP Medicare Advantage
- Wesley Financial Group
- HOME/BUILDING
- Acorn Stairlift
- American Standard
- BathWraps
- DR Power Equipment
- firstSTREET
- Harbor Freight Tools
- LeafFilter North
- Renewal By Andersen
- Safe Step Walk-In Tub
- SunSetter

#### FOOD/BEVERAGES
- Collin Street Bakery
- Kansas City Steaks
- Omaha Steaks

#### HEALTH/WELLNESS
- Bonro Medical
- Cochlear Americas
- Connect America
- GreatCall/Living
- Inogen One
- Laser Spine Institute
- Life Alert
- Magni Company
- MobileHelp
- Nutrisystem
- Regent Labs

#### RETAIL
- Walgreens

#### TRAVEL/REAL ESTATE
- CRF Communities
- Escape World Travel
- Go Ahead Tours
- Grand European Travel
- YMT Vacations