AARP Media Kit

AARP The Magazine is the only lifestyle publication with three age 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 36.8 million readers—more than 2X the viewership of Dancing with the Stars and The Voice combined.

2. STANDOUT MAGAZINE
36+ million readership for the past three years, and one of only two magazines to have 30+ million readers, AARP Bulletin being the other.

3. MUST-READ MAGAZINE
61% read 4 out of 4 issues. Among the top 10 magazines, only Costco Connection has comparable loyalty, while the others range from 34%-43%.

4. #1 IN BOOMER REACH
Over 20 million Boomers turn to each issue—more than any other MRI-measured magazine.

5. MORE INFLUENTIAL
78% more likely to be Influentials than age 18-49.

SOURCE MRI-Simmons Spring 2020; Nielsen weeks ending 11/25/19 and 5/19/20
AARP The Magazine
TARGETED TO POWERFUL DEMOS

Three seamlessly edited age versions of AARP’s flagship lifestyle publication provides marketers with up to 80 ways to target today’s largest, most powerful consumer segment. Product selection, creative approach and messaging can be customized to maximize impact that speaks directly to them.

50-59 EDITION
Rate Base 4.25 million
Audience 12,396,000
Male/Female 38%/62%
Any College 63%
Median HHI $80,206
Homeowners 69%
Internet Access 94%
Median Age 53

60-69 EDITION
Rate Base 7.5 million
Audience 11,729,000
Male/Female 45%/55%
Any College 69%
Median HHI $78,254
Homeowners 84%
Internet Access 92%
Median Age 65

70+ EDITION
Rate Base 10.75 million
Audience 12,693,000
Male/Female 38%/62%
Any College 57%
Median HHI $56,534
Homeowners 81%
Internet Access 87%
Median Age 75

50-69 EDITION
Rate Base 11.75 million
Audience 24,125,000
Male/Female 42%/58%
Any College 66%
Median HHI $79,315
Homeowners 76%
Internet Access 93%
Median Age 60

50+ EDITION
Rate Base 22.5 million
Audience 36,818,000
Male/Female 41%/59%
Any College 63%
Median HHI $70,169
Homeowners 78%
Internet Access 91%
Median Age 65

60+ EDITION
Rate Base 18.25 million
Audience 24,422,000
Male/Female 42%/58%
Any College 63%
Median HHI $65,740
Homeowners 83%
Internet Access 89%
Median Age 70
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/70s): 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
Travel 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
## AARP The Magazine

### ADVERTISING LIST

**APPAREL/ACCESSORIES**
- Dream Products
- Easy Spirit
- Gravity Defyer
- Hitchcock Shoes
- Hotter Shoes
- Ross Simons
- Skechers Footwear
- Stauer

**AUTO**
- Avis Budget Group
- Garmin
- GM - Chevy Multi Brand
- WeatherTech

**CONSUMER ELEC/SERVICES**
- AT&T Wireless
- Consumer Cellular
- CPR Global Technology
- GreatCall Jitterbug
- Tracfone Wireless
- TV Ears
- ZVOX Audio

**FOOD/BEVERAGES**
- Bob’s Red Mill
- California Wine Club
- Direct Wines
- Kellogg’s
- Kraft
- Lean Cuisine
- Omaha Steaks
- POM Wonderful
- Quaker Oats
- Stouffer’s

**HEALTH/WELLNESS**
- Abbott Diabetes Care
- Abbott Ensure Products
- Alcon
- Always Discreet
- Bausch & Lomb
- Blistex - Tucks
- Bioderm
- Bladder Cancer Advocacy Network
- Blistex - Tucks
- Bonro Medical
- Cochlear
- Connect America
- Curel
- Exact Sciences - Cologuard
- EyeMed Vision Care
- Gilead HIV
- Gillette
- Hear USA
- Inogen One
- Ireliev Products
- Jergens
- Life Alert
- Life Walker
- LifeEar
- Magni Company
- Metamucil
- MobileHelp
- Regent Labs
- Respirtech
- SoClean

**HOSPITAL/TREATMENT CENTERS**
- Cancer Treatment Centers
- Livingston Hearing Aid Centers
- M.D. Anderson Cancer Center
- Texas Center for Proton Therapy
- Texas Health Resources
- Texas Oncology
- UT Southwestern Medical Center

**HOME/BUILDING**
- Acorn Stairlift
- BathWraps
- DR Power Equipment
- firstSTREET
- Generac Power Systems
- Harbor Freight Tools Renewal by Andersen

**INSURANCE**
- Blue Cross Blue Shield
- Foremost Centers for Medicare & Medicaid
- GEICO
- Globe Life & Accident
- The Hartford Mutual of Omaha
- New York Life
- Physicians Mutual Dental Insurance
- UnitedHealthcare

**MISCELLANEOUS**
- Bradford Exchange Carlsbad Chamber of Commerce
- GovMint
- MBI
- PBS
- Second to None

**PETS**
- PetComfort
- Petplan

**REAL ESTATE**
- Arkansas Retirement Floridian Club
- of Sarasota
- GL Homes

**RESTAURANTS**
- Carrabba’s Italian Grill
- Denny’s
- Outback Steakhouse

**RETAIL**
- CVS Pharmacy
- Walgreens

**TRAVEL**
- American Cruise Lines
- Blount Small Ship Adventures
- Crystal Cruises
- Grand Canyon Railway
- Ponant Cruises
- St Lawrence Cruise Lines

**DESTINATIONS**
- Arkansas State Parks
- Asheville CVB
- Chickasaw Cultural Center
- Choctaw Casino
- City of Alamogordo
- City of Laredo CVB
- Colorado Springs CVB

**INSURANCE**
- Blue Cross Blue Shield
- Foremost Centers for Medicare & Medicaid
- GEICO
- Globe Life & Accident
- The Hartford Mutual of Omaha
- New York Life
- Physicians Mutual Dental Insurance
- UnitedHealthcare

**TOUR PROVIDERS**
- Caravan Tours
- Collette Tours
- Go Ahead Tours