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
30.4 million readers
#2 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 (tied),
3. Respond to a special offer.

SOURCE MRI-Simmons Spring
2020, 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.

<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

<table>
<thead>
<tr>
<th>EDUCATION</th>
<th>Audience (000)</th>
<th>% Comp</th>
</tr>
</thead>
<tbody>
<tr>
<td>Any college</td>
<td>20,212</td>
<td>67%</td>
</tr>
<tr>
<td>Graduated college+</td>
<td>12,035</td>
<td>40%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>EMPLOYMENT STATUS</th>
<th>Audience (000)</th>
<th>% Comp</th>
</tr>
</thead>
<tbody>
<tr>
<td>Employed</td>
<td>12,056</td>
<td>40%</td>
</tr>
<tr>
<td>Retired</td>
<td>15,494</td>
<td>51%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>INTERNET ACCESS</th>
<th>Audience (000)</th>
<th>% Comp</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>27,856</td>
<td>92%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>HOUSEHOLD INCOME</th>
<th>Audience (000)</th>
<th>% Comp</th>
</tr>
</thead>
<tbody>
<tr>
<td>HHI $50,000+</td>
<td>20,398</td>
<td>67%</td>
</tr>
<tr>
<td>HHI $75,000+</td>
<td>14,848</td>
<td>49%</td>
</tr>
<tr>
<td>HHI $100,000+</td>
<td>10,479</td>
<td>35%</td>
</tr>
</tbody>
</table>

Median HHI $73,450

<table>
<thead>
<tr>
<th>HOME OWNERSHIP</th>
<th>Audience (000)</th>
<th>% Comp</th>
</tr>
</thead>
<tbody>
<tr>
<td>Homeowners</td>
<td>24,286</td>
<td>80%</td>
</tr>
<tr>
<td>Home value $200,000+</td>
<td>15,591</td>
<td>51%</td>
</tr>
</tbody>
</table>

Median home value $258,218

<table>
<thead>
<tr>
<th>OTHER KEY DEMOGRAPHICS</th>
<th>Audience (000)</th>
<th>% Comp</th>
</tr>
</thead>
<tbody>
<tr>
<td>Married</td>
<td>18,458</td>
<td>61%</td>
</tr>
<tr>
<td>Single/Widowed/Divorced/Separated</td>
<td>11,918</td>
<td>39%</td>
</tr>
<tr>
<td>Grandparent</td>
<td>17,204</td>
<td>57%</td>
</tr>
</tbody>
</table>

SOURCE MRI-Simmons Spring 2020; publisher-defined prototype
AARP Bulletin

EDITORIAL CALENDAR 2020

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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
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

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

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

RETAIL
Walgreens

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