AARP Digital is a portfolio of assets, anchored by AARP.org, featuring premium content that includes video, tools and interactive experiences targeted to a highly engaged 50+ audience. We deliver high-impact advertising opportunities across all devices at the right time and right place to provide optimal performance for a growing roster of advertisers.
AARP.org DELIVERS PEAK PERFORMANCE

1. SITE VITALITY*
   Delivering approximately 2.9 billion annual impressions through 20.5 million monthly UVs, 121 million monthly PVs and 6 PVs per UV. Mobile phone drives 57% of monthly users.

2. PREMIUM CONTENT
   Exclusive to 50+ life stage, focused on health, finance & travel and delivered across multiple platforms (newsletters, mobile and social media).

3. HIGH ENGAGEMENT**
   Nearly 4X more time spent per visitor than Forbes, Better Homes & Gardens, Everyday Health, and Travel + Leisure sites.

4. ROI GENERATOR
   AARP.org’s standard banner average CTR is an impressive .07-.48% and up to 1.5% for other high-impact placements for directly sold inventory.

5. PERFORMANCE ENHANCING
   AARP Now mobile app, Hot Deals transactional programs, BrandAmp by AARP native, and Audience Select custom targeting to name a few.

SOURCE *Omniture Jan-Jun 2020 average, **comScore Jan-Jun 2020
AARP.org

AUDIENCE DEMOGRAPHICS

AARP.org reaches a digitally-savvy, dual audience that’s just as inclined as the general internet population to seek product solutions online for everything from health and finance to travel, real estate, entertainment and more. And when compared to 50+ consumers with internet access they are much more likely to engage in a wide variety of common online activities.

### Audience

<table>
<thead>
<tr>
<th>Audience</th>
<th>67%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Age 50+</td>
<td></td>
</tr>
<tr>
<td>Age 45+</td>
<td>74%</td>
</tr>
<tr>
<td>Female/Male</td>
<td>65%/35%</td>
</tr>
<tr>
<td>Influentials</td>
<td>77%</td>
</tr>
<tr>
<td>Homeowner</td>
<td>71%</td>
</tr>
<tr>
<td>Median age</td>
<td>57</td>
</tr>
<tr>
<td>Any college</td>
<td>66%</td>
</tr>
<tr>
<td>Median HHI</td>
<td>$78,021</td>
</tr>
<tr>
<td>Employed</td>
<td>58%</td>
</tr>
<tr>
<td>Retired</td>
<td>28%</td>
</tr>
</tbody>
</table>

### AARP Audience Advantage

**Online Behavior (past month)**

- Downloaded a TV show: 140
- Rated or reviewed a product or service: 139
- Obtained entertainment/celebrity information: 130
- Looked for recipes online: 129
- Clicked on an advertisement: 128
- Looked up movie listings or showtimes online: 128
- Obtained real estate information online: 124
- Obtained medical information online: 122
- Made online travel plans: 122
- Researched products prior to online purchase: 119
- Made an online purchase: 117
- Obtained the latest news/current events: 115
- Tracked/traded investments/obtained financial information: 113
- Spent $800+ online shopping (past year): 107

**AARP.org Index vs. 50+ with Internet Access**

**SOURCE:** comScore Multiplatform MRI-Simmons Media Fusion (4-20/F19)
AARP.org

ROBUST DIGITAL CAPABILITIES

AARP has a myriad of standard and custom solutions designed to help you achieve your marketing goals across all devices. We can help you identify, connect and convert your high-value customers by leveraging an optimal mix of products, creative, targeting and AARP media channels.

**STANDARD PLACEMENTS**
- 728x90
- 300x250
- 300x600
- Embedded Ad

**HIGH IMPACT**
- Login Wallpaper
- Rich Media

**FLEXIBLE UNITS**
- Dynamic Leaderboard
- Dynamic Mini Scroller

**VIDEO**
- Content Pre-roll
- Games Pre-load

**MOBILE (PHONE)**
- Interscroller Standard
- Interscroller with Video
- Mobile Reveal

**SHARE OF VOICE**
- Run of Channel
- Run of Video
- Run of Site
- Run of Desktop
- Run of Mobile
- Full Site Takeover
- Homepage Roadblock
- Channel Roadblocks

**BRANDAMP BY AARP (NATIVE)**
- BrandAmp Premier
- BrandAmp Plus
- BrandAmp Articles

**AARP NEWSLETTER PORTFOLIO**
- Webletter Flagship Newsletter
- Topical Newsletters
- Specialized Content Newsletters
- Hot Deals Packages
- Dedicated Email

**AARP NOW MOBILE APP**
- Pole Position

**AUDIENCE TARGETING**
- Audience Select
- Custom Clone Model
- Demographic Targeting
- Geographical Targeting
- Retargeting

**SPECIAL PROGRAMS**
- Editorial Sponsorships
- Podcast Sponsorships

**PERFORMANCE MANAGEMENT**
- Spotlight Tags
- Creative Delivery Options
- Brand Effectiveness Studies
- Campaign Optimization
AUDIENCE SELECT: PRECISION TARGETING

Leveraging our analytics expertise and the most robust 50+ database in the marketplace, AARP has the ability to put our performance-driven targeting opportunities to work for your brand. Through our unmatched 1st party member data and 3rd party overlays for deep insights and scale, AARP connects you with your core consumers on AARP.org and through the AARP extension.

Reach high-value customers by working with AARP Media’s data team to leverage the Audience Select segment that is right for your brand.

HOW IT WORKS

- An AARP Media Sales data expert recommends the Audience Select segment that aligns most with your product/brand
- Segment is activated on AARP.org and/or off site on the AARP extension via the following placements
  - AARP.org: standard units, dynamic leaderboard, embedded ad, video pre-roll, and mobile interscroller
  - AARP extension: standard units
- Precision-targeting is delivered through a combination of 1st and 3rd party demographic, psychographic, behavioral, purchase and propensity data
- A conversion pixel is implemented on your landing page to track conversions
- Campaign is highly monitored and optimized for performance

For recommendations from our data experts on what segment will work best for your brand, speak with your AARP Media Sales representative.
AARP.org
ADVERTISING LIST

APPAREL/ACCESSORIES
Easy Spirit
FGXi - SolarShield
HairUWear
M.M. LaFleur
Thinx Icon

AUTO
Allstate Roadside Services
Avis Budget Group

CONSUMER ELECTRONICS SERVICES
AT&T Wireless
Consumer Cellular
Dell
Garmin
GreatCall Jitterbug
T-Mobile

FINANCIAL
CFP Board of Standards
CIT Bank
Fidelity Investments
JPMorgan Chase
Optum Bank
Vanguard Group

HEALTH/WELLNESS
Always Discreet
American Academy of Physicians
American Vision Partners
Ascension Complete
Bausch & Lomb
Cochlear
Dario Health
Genentech
Gillette
Hear USA
Home Instead Senior Care
Interim Healthcare
Just For Men
Kindred Healthcare
Mayo Clinic
Medjet Assistance
MobileHelp
Northshore Care
OptumRx
Peerfit Move
Procure Treatment Centers
Renew Anchored Dentures
SeaBond
Smile Train
Tivity Health
Tylenol
Visiting Nurse Service of NY
VSP Vision Care

HOME/BUILDING
Cartus Realogy
Clayton Homes
firstSTREET
SunPower

INSURANCE
Aetna Health Insurance
Anthem Blue Cross
Blue Shield
Centene Corporation
Delta Dental
EyeMed Vision Care
Foremost
Medico
New York Life
The Hartford
UnitedHealthcare

MEDIA/ENT
AMC Theaters
Beautiful On Broadway
Bleeker Street Media
Britbox BBC Studios
Dallas Morning News
Roadside Attractions
Simon and Schuster
Sony Classics
STX Entertainment
The Shubert Org.
Universal Pictures

MISCELLANEOUS
AICS
Ancestry.com
Epiq Global
Keck School of Medicine of USC
Home Chef
Morningstar Petplan

NONPROFIT/GOVERNMENT
CDC Foundation
Centers for Medicare & Medicaid
Go2 Foundation for Lung Cancer
Lewy Body Dementia Assoc.
Prostate Cancer Foundation
Reach A Ride
State of CT Dept. of Social Security

REAL ESTATE
Arkansas Retirement Floridian Club of Sarasota
MLS of Long Island
GL Homes

RESTAURANTS
Denny's
Subway

RETAIL
Chicos
Naked Wines
Southeastern Grocers - Winn Dixie
The UPS Store
Walgreens
Walmart
Worthy

TECHNOLOGY
Earthlink
Jam City
Republic Wireless
Simplisafe Inc
Sling TV

TRAVEL
Air New Zealand
Arkansas Parks & Tourism
Arkansas State Parks
Atlantic Paradise
Avalon Waterways
Bay Ferries
Best Western
International
Choice Hotels
Choose Chicago
Clinton Presidential Library
Collette Tours
Colonial Williamsburg
Colorado Springs CVB
Commission Junction
Cunard Cruise Lines

EXPEDIA
George W. Bush Presidential Library
Go Ahead Tours
Grand European Travel
Hilton
Hot Springs Village
Korea Tourism Organization
Louisiana Travel Association
McCurtain County Tourism
New Hampshire Travel/Tourism
New York Road Runners
Niagra Jet Adventures
Oaklawn Racing & Gaming
Perillo Tours
Playa Hotels & Resorts
Ponant Cruises
Princess Cruises
Public Service Co of Oklahoma
Radisson Hotels
Resort World Bimini
Royal Oak Foundation
South Padre Island CVB
State of AK/DCCED
Tripbeat Endless Vacation
Vacations by Rail
Visit Florida
Visit Sarasota County
Wideyx
Wyndham Hotel Group
Wyndham - La Quinta