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

SOURCE MRI-Simmons Spring 2020
AARP The Magazine
EDITORIAL CALENDAR 2021

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.

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

### FINANCIAL
- Bok Financial
- Fidelity Investments
- JPMorgan Chase
- North Dakota Dept. of Commerce
- Street Shares

### FOOD/BEVERAGES
- Bob’s Red Mill
- California Wine Club
- Direct Wines
- Kellogg’s
- Kraft
- Lean Cuisine
- Omaha Steaks
- POM Wonderful
- Quaker Oats
- Stouffer’s
- Jergens
- Life Alert
- Life Walker
- LifeEar
- Magni Company
- Metamucil
- MobileHelp
- Regent Labs
- Respirtech
- SoClean

### HEALTH/WELLNESS
- Abbott Diabetes Care
- Abbott Ensure Products
- Alcon
- Always Discreet
- Bausch & Lomb
- Bausch & Lomb PreserVision
- 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
- Safe Step Walk-In Tub
- Sleep Number

### 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
- MB1
- PBS
- Second to None

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

### PETS
- PetComfort
- Petplan

### REAL ESTATE
- Arkansas Retirement Floridian Club of Sarasota
- GL Homes
- Good Samaritan Society
- Kissing Tree
- The Relocation Center

### RESTAURANTS
- Carrabba’s Italian Grill
- Denny’s
- Outback Steakhouse
- 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
- Daytona Beach CVB
- Deming New Mexico
- Gallup Conv. & Visitors Bureau
- George Bush Presidential Library
- Hot Springs Village
- Houston Museum District
- Kohler American Club
- Las Cruces CVB
- Oklahoma Tourism
- San Antonio CVB
- Santa Fe County
- South Padre Island CVB
- State of AK/DCED
- State of CA - Dept of Insurance
- Visit Denver
- Visit Greenville SC
- West Volusia Tourism

### Hotels
- Hilton
- Playa Hotel & Resorts
- Sandia Resorts & Casino

### Tour Providers
- Caravan Tours
- Collette Tours
- Go Ahead Tours