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 MEDIA SOLUTIONS
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>
<tr>
<td>Median age</td>
<td>67</td>
<td></td>
</tr>
<tr>
<td>Readers per copy</td>
<td>1.35</td>
<td></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>
<tr>
<td>Median HHI</td>
<td>$73,450</td>
<td></td>
</tr>
</tbody>
</table>

<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>
<tr>
<td>Median home value</td>
<td>$258,218</td>
<td></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>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 2021**

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
- **Cover**: Vitamins, Supplements, Devices and More
- **Health**: Nursing Homes and the Pandemic, Part 2
- **Money**: New Money Rules for Multi Gen Households
- **Ad Close**: 11/9/20

### MARCH
- **Cover**: Steal this Retirement!
- **Health**: Why Therapists Don’t Love Older People
- **Money**: Working While on Social Security
- **Ad Close**: 1/8/21

### APRIL
- **Cover**: How to End the Fraud Epidemic
- **Health**: The Supplement You Really Must Be Taking
- **Money**: Who to Trust, Who to Doubt
- **Ad Close**: 2/8/21

### MAY
- **Cover**: Is Medicare Healthy?
- **Health**: Allergies and Nature-Caused Diseases
- **Health**: Who to Trust, Who to Doubt
- **Ad Close**: 3/8/21

### JUNE
- **Cover**: New Normal: Pandemic a Year Later
- **Health**: COVID Recovery Solutions
- **Money**: The Real Cost of Selling a House
- **Disruptor**: Retirement
- **Ad Close**: 4/8/21

### JUL/AUG
- **Cover**: 99 Great Ways to Save, 12th Edition
- **Health**: What Your Doctor Should Be Asking You in Today’s Health Environment
- **Ad Close**: 5/7/21

### SEPTEMBER
- **Cover**: How to Think About Money
- **Health**: What’s Your Fitness Age?
- **Disruptor**: Life Insurance
- **Ad Close**: 7/8/21

### OCTOBER
- **Cover**: Fixing America’s Safety Net for Older Americans
- **Health**: Your Vitamin Scorecard
- **Disruptor**: Medicare
- **Ad Close**: 8/9/21

### NOVEMBER
- **Cover**: In Development
- **Health**: Caregiving
- **Disruptor**: Auto Insurance
- **Ad Close**: 9/8/21

### DECEMBER
- **Cover**: In Development
- **Disruptor**: Retirement
- **Ad Close**: 10/8/21

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

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**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