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 39%/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 46%/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 $79,312
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.

<table>
<thead>
<tr>
<th>DEC/JAN ’21</th>
<th>AUG/SEP</th>
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<tbody>
<tr>
<td>Health</td>
<td>Health</td>
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<tr>
<td>Your Brain and Coronavirus: Sanjay Gupta’ Digestive Health, Vision 2020</td>
<td>Medical Overkill</td>
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<td>Money</td>
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<td>Lessons from the Last Great Recession</td>
<td>How to Invest in You</td>
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<td>History</td>
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<td>The American Woman: 50 Years of Change</td>
<td>The Property Bros.: Affordable Upgrades</td>
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<tr>
<td>Nostalgia</td>
<td>Family</td>
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<td>The Night John Lennon Died</td>
<td>What My Grandkids Taught Me</td>
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<td>Ad Close 10/8/20</td>
<td>Ad Close 6/8/21</td>
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<th>FEB/MAR</th>
<th>OCT/NOV</th>
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<tr>
<td>Health</td>
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<tr>
<td>Money Special Section</td>
<td>Medical Breakthroughs 2021</td>
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<td>Health</td>
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<tr>
<td>Treating Strokes, Preventing Deaths</td>
<td>Diabetes Feature</td>
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<td>Be Your Own Money Manager!</td>
<td>Allan Roth’s Year-End Guide to Your Money</td>
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<td>Travel</td>
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<td>America’s Best Side Trips</td>
<td>America’s Hot Spots</td>
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<td>20 TV Shows That Changed America</td>
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<td>Ad Close 12/1/20</td>
<td>Ad Close 8/9/21</td>
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<td>Health Special Section</td>
<td>Diet for Grownups</td>
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<td>Health</td>
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<td>Measuring Up in Your 50s-60s-70s</td>
<td>Diet for Grownups</td>
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<td>Money</td>
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<td>Fresh New Thinking on Investing</td>
<td>All in the Family Business</td>
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<td>Travel</td>
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<td>Back on the Road Exploring America’s Countryside</td>
<td>America’s Hot Spots</td>
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<td>The Wide, Wild World of Gaming</td>
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<td>Autoimmunity: When You Attack You</td>
<td>Diet for Grownups</td>
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<td>Money</td>
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<td>The Joys of Living Solo</td>
<td>The Joys of Living Solo</td>
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<td>Big Read</td>
<td>Big Read</td>
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<td>The Memoirist</td>
<td>The Memoirist</td>
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<td>Nostalgia</td>
<td>Nostalgia</td>
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<td>An Oral History of MTV</td>
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<td>Ad Close 4/8/21</td>
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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

HEALTH/WELLNESS
Abbott Diabetes Care
Abbott Ensure Products
Alcon
Always Discreet
Bausch & Lomb
PreserVision
Bioderm
Bladder Cancer Advocacy Network
Blistex - Tucks
Bonro Medical
Cochlear
Connect America Curel
Exact Sciences - Colgoudar
EyeMed Vision Care
Gilead HIV
Gillette
Hear USA
Inogen One
Ireliev Products
Jergens
Life Alert
Life Walker
LifeEar
Magne Company
Metamucil
MobileHelp
Regent Labs
Respirttech
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
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
MBI
PBS
Second to None

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

RETAIL
CVS Pharmacy
Walgreens

TRAVEL
Cruises/Transportation
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
Fredericksburg CVB
Gulf 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

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