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.
1. SITE VITALITY*
Delivering approximately 2.9 billion annual impressions through 20.5 million monthly UVs, 121 million monthly PVs and 8 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.
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.

<table>
<thead>
<tr>
<th>Audience</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Age 50+</td>
<td>67%</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)**

<table>
<thead>
<tr>
<th>Activity</th>
<th>AARP.org Index vs. 50+ with Internet Access</th>
</tr>
</thead>
<tbody>
<tr>
<td>Downloaded a TV show</td>
<td>140</td>
</tr>
<tr>
<td>Rated or reviewed a product or service</td>
<td>139</td>
</tr>
<tr>
<td>Obtained entertainment/celebrity information</td>
<td>130</td>
</tr>
<tr>
<td>Looked for recipes online</td>
<td>129</td>
</tr>
<tr>
<td>Clicked on an advertisement</td>
<td>128</td>
</tr>
<tr>
<td>Looked up movie listings or showtimes online</td>
<td>128</td>
</tr>
<tr>
<td>Obtained real estate information online</td>
<td>124</td>
</tr>
<tr>
<td>Obtained medical information online</td>
<td>122</td>
</tr>
<tr>
<td>Made online travel plans</td>
<td>122</td>
</tr>
<tr>
<td>Researched products prior to online purchase</td>
<td>119</td>
</tr>
<tr>
<td>Made an online purchase</td>
<td>117</td>
</tr>
<tr>
<td>Obtained the latest news/current events</td>
<td>115</td>
</tr>
<tr>
<td>Tracked/traded investments/obtained financial information</td>
<td>113</td>
</tr>
<tr>
<td>Spent $800+ online shopping (past year)</td>
<td>107</td>
</tr>
</tbody>
</table>

**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.

<table>
<thead>
<tr>
<th>Standard Placements</th>
<th>Share of Voice</th>
</tr>
</thead>
<tbody>
<tr>
<td>728x90</td>
<td>Run of Channel</td>
</tr>
<tr>
<td>300x250</td>
<td>Run of Video</td>
</tr>
<tr>
<td>300x600</td>
<td>Run of Site</td>
</tr>
<tr>
<td>Embedded Ad</td>
<td>Run of Desktop</td>
</tr>
<tr>
<td></td>
<td>Full Site Takeover</td>
</tr>
<tr>
<td></td>
<td>Homepage Roadblock</td>
</tr>
<tr>
<td></td>
<td>Channel Roadblocks</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>High Impact</th>
<th>BrandAmp by AARP (Native)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Login Wallpaper</td>
<td>BrandAmp Premier</td>
</tr>
<tr>
<td>Rich Media</td>
<td>BrandAmp Plus</td>
</tr>
<tr>
<td></td>
<td>BrandAmp Articles</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Mobile (Phone)</th>
<th>AARP Newsletter Portfolio</th>
</tr>
</thead>
<tbody>
<tr>
<td>Interscroller Standard</td>
<td>Webletter Flagship Newsletter</td>
</tr>
<tr>
<td>Interscroller with Video</td>
<td>Topical Newsletters</td>
</tr>
<tr>
<td>Mobile Reveal</td>
<td>Specialized Content Newsletters</td>
</tr>
<tr>
<td></td>
<td>Hot Deals Packages</td>
</tr>
<tr>
<td></td>
<td>Dedicated Email</td>
</tr>
</tbody>
</table>

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
AARP.org
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.

Audience Select Segments

- Auto Insurance
- Automotive
- Caregiving
- Dining Out
- Discounts
- Entertainment
- Entrepreneurs
- Finance
- Grandparents
- Health Insurance
- Healthy Lifestyle
- Life Insurance
- Pharma
- Retail/CPG
- Retirement
- Technology
- Telecommunications
- Travel (general)
- Travel Cruisers
- Travel Domestic
- Travel Hotels
- Travel International
- Veterans
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
- PreserVision
- Bonnie J. Addario Lung Cancer 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/Entertainment
- 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
- 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
- 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
- Widex
- Wyndham Hotel Group
- Wyndham - La Quinta