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 million readers—more than 2.5X 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 32%-46%.

4 #1 IN BOOMER REACH
Over 20 million Boomers turn to each issue—more than any other MRI-measured magazine.

5 MORE INFLUENTIAL
67% more likely to be Influentials than age 18-49.

SOURCE MRI-Simmons Fall 2020; Nielsen Ratings 10/20/20

AARP MEDIA SOLUTIONS
REACH YOUR REP ▸ 646.521.2500 ▸ advertise.aarp.org
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 10,607,000
Male/Female 39%/61%
Any College 63%
Median HHI $81,198
Homeowners 73%
Internet Access 97%
Median Age 53

50-69 Edition
Rate Base 11.75 million
Audience 22,751,000
Male/Female 40%/60%
Any College 66%
Median HHI $78,290
Homeowners 80%
Internet Access 96%
Median Age 60

60-69 Edition
Rate Base 7.5 million
Audience 12,144,000
Male/Female 41%/59%
Any College 69%
Median HHI $75,845
Homeowners 86%
Internet Access 96%
Median Age 65

50+ Edition
Rate Base 22.5 million
Audience 36,047,000
Male/Female 40%/60%
Any College 66%
Median HHI $71,038
Homeowners 82%
Internet Access 96%
Median Age 66

60+ Edition
Rate Base 18.25 million
Audience 25,440,000
Male/Female 41%/59%
Any College 67%
Median HHI $67,766
Homeowners 85%
Internet Access 96%
Median Age 70

70+ Edition
Rate Base 10.75 million
Audience 13,296,000
Male/Female 40%/60%
Any College 65%
Median HHI $60,296
Homeowners 84%
Internet Access 96%
Median Age 75

SOURCE MRI-Simmons Fall 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.

DEC/JAN ’21
- **Health** - Your Brain and Coronavirus: Sanjay Gupta’s Digestive Health, Vision 2020
- **Money** - Lessons from the Last Great Recession
- **History** - The American Woman: 50 Years of Change
- **Nostalgia** - The Night John Lennon Died
- **Ad Close** - 10/8/20

FEB/MAR
- **Money Special Section**
- **Health** - Treating Strokes, Preventing Deaths
- **Money** - Be Your Own Money Manager!
- **Travel** - America’s Best Side Trips
- **Entmt.** - Movies for Grownups Nominees
- **Nostalgia** - 20 TV Shows That Changed America
- **Ad Close** - 12/1/20

APR/MAY
- **Health Special Section**
- **Health** - Measuring Up in Your 50s-60s-70s
- **Money** - Fresh New Thinking on Investing
- **Travel** - Back on the Road Exploring America’s Countryside
- **Fraud** - Defrauding Computer Tech
- **Tech** - The Wide, Wild World of Gaming
- **Ad Close** - 2/8/21

JUN/JUL
- **Health** - Autoimmunity: When You Attack You
- **Money** - The Joys of Living Solo
- **Big Read** - The Memoirist
- **Nostalgia** - An Oral History of MTV
- **Ad Close** - 4/8/21

AUG/SEP
- **Health** - Medical Overkill
- **Money** - How to Invest in You
- **Home** - The Property Bros.: Affordable Upgrades
- **History** - The 20th Anniversary of 9/11
- **Family** - What My Grandkids Taught Me
- **Ad Close** - 6/8/21

OCT/NOV
- **Health Special Section**
- **Health** - Medical Breakthroughs 2021
- **Health** - Diabetes Feature
- **Money** - Allan Roth’s Year-End Guide to Your Money
- **Travel** - America’s Hot Spots
- **Ad Close** - 8/9/21

DEC/JAN ’22
- **Health** - Diet for Grownups
- **Money** - All in the Family Business
- **Ad Close** - 10/8/21
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

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
Bono Medical Cochlear
Connect America Curel
Exact Sciences - Cologuard
EyeMed Vision Care
Gilead HIV Gillette
Hear USA
Inogen One
Ireliev Products
Jergens
Life Alert
Life Walker
LifeEar
Magni Company
Metamucil
MobileHelp
Regent Labs
Respiretech
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

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

RESTAURANTS
Carrabba’s Italian Grill
Denny’s
Outback Steakhouse

RETAIL
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
Fredericksburg CVB
Gulf Islands National Seashore
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/DCCED
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