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.
AARP.org DELIVERS PEAK PERFORMANCE

1 SITE VITALITY*
Delivering approximately 3.3 billion annual impressions through 20.5 million monthly UVs, 139 million monthly PVs and 7 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**
More than 3X as much time spent as Forbes, Better Homes & Gardens, Everyday Health, and Travel + Leisure sites.

4 ROI GENERATOR
AARP.org’s standard banner average CTR is an impressive .08-.40% and up to 1.08% 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.

SOURCE *Omniture Jul-Dec 2020 average; **comScore Jul-Dec 2020

AARP MEDIA SOLUTIONS

REACH YOUR REP ■ 646.521.2500 ■ advertise.aarp.org
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.

### Audience

<table>
<thead>
<tr>
<th>Segment</th>
<th>Index</th>
</tr>
</thead>
<tbody>
<tr>
<td>50+</td>
<td>70</td>
</tr>
<tr>
<td>45+</td>
<td>78</td>
</tr>
<tr>
<td>Homeowner</td>
<td>73</td>
</tr>
<tr>
<td>Men</td>
<td>36</td>
</tr>
<tr>
<td>Women</td>
<td>64</td>
</tr>
<tr>
<td>Any College</td>
<td>64</td>
</tr>
<tr>
<td>Median Age</td>
<td>46</td>
</tr>
<tr>
<td>Median HHI $</td>
<td>74,492</td>
</tr>
<tr>
<td>Influentials</td>
<td>78</td>
</tr>
<tr>
<td>Employed</td>
<td>51</td>
</tr>
<tr>
<td>Retired</td>
<td>32</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>Took an online class</td>
<td>142</td>
</tr>
<tr>
<td>Obtained information for an auto purchase</td>
<td>136</td>
</tr>
<tr>
<td>Used video chat</td>
<td>134</td>
</tr>
<tr>
<td>Looked up movie listings or showtimes</td>
<td>133</td>
</tr>
<tr>
<td>Looked for recipes</td>
<td>130</td>
</tr>
<tr>
<td>Watched a TV program</td>
<td>126</td>
</tr>
<tr>
<td>Obtained entertainment/celebrity information</td>
<td>124</td>
</tr>
<tr>
<td>Spent $800+ online shopping (past year)</td>
<td>124</td>
</tr>
<tr>
<td>Played games</td>
<td>123</td>
</tr>
<tr>
<td>Obtained medical information</td>
<td>122</td>
</tr>
<tr>
<td>Tracked or traded investments/obtained financial information</td>
<td>120</td>
</tr>
<tr>
<td>Made online travel plans</td>
<td>119</td>
</tr>
<tr>
<td>Watched a movie</td>
<td>119</td>
</tr>
<tr>
<td>Obtained the latest news/current events</td>
<td>116</td>
</tr>
<tr>
<td>Obtained real estate information</td>
<td>116</td>
</tr>
<tr>
<td>Researched products prior to online purchase</td>
<td>112</td>
</tr>
</tbody>
</table>

**SOURCE:** 2020 comScore Multi-Platform © MRI-Simmons (10-20/S20)
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.

**ROBUST DIGITAL CAPABILITIES**

- **Standard Placements**
  - 728x90
  - 300x250
  - 300x600
  - Embedded Ad

- **High Impact**
  - Login Wallpaper
  - Rich Media

- **Flexible Units**
  - Dynamic Leaderboard
  - Dynamic Mini Scroller

- **Video**
  - Content Pre-roll
  - Games Pre-load

- **Mobile (Phone)**
  - Interscroller Standard
  - Interscroller with Video
  - Mobile Reveal

- **Share of Voice**
  - Run of Channel
  - Run of Video
  - Run of Site
  - Run of Desktop
  - Run of Mobile
  - Full Site Takeover
  - Homepage Roadblock
  - Channel Roadblocks

- **BrandAmp by AARP**
  - BrandAmp Premier
  - BrandAmp Plus
  - BrandAmp Articles

- **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

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**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
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.

**BENEFITS**
- Leverages AARP proprietary data
- Alternative to contextual targeting
- Identifies high-value audiences
- Ideal for CTR-focused campaigns

**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
# 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 Coalition
- 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

## 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
- 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 & Recreation
- Arkansas State Parks
- Atlantis Paradise Island
- 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
- New York Road Runners
- Niagara 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
- Wyndham Hotel Group
- Wyndham - La Quinta
- Walmart
- Worthy

## Home/Business
- Cartus Realogy
- Clayton Homes
- firstSTREET
- SunPower