AARP The Magazine

America’s most-read magazine explores and celebrates key 50+ life stages and lifestyles through three demographic editions, curated for readers in their 50s, 60s, or 70+ years.

Its contextual relevance drives high engagement, and its mass audience of 36 million is more influential than any other - the ultimate megaphone for marketers seeking impact.

Right Time.
Right Audience.
Right Brand.
AARP The Magazine
Delivers Powerhouse Value

1. A MEDIA GIANT WITH MASS APPEAL
America’s most-read magazine, with 36.3 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 four years, and one of only two magazines to have 30+ million readers, AARP Bulletin being the other.

3. MUST-READ MAGAZINE
60% read 4 out of 4 issues, compared to an average of 39% for the remaining top ten reach magazines.

4. #1 IN BOOMER REACH
Over 32 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 2021; Nielsen Ratings 10/27/20

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.

<table>
<thead>
<tr>
<th>Edition</th>
<th>Rate Base</th>
<th>Audience</th>
<th>Male/Female</th>
<th>Any College</th>
<th>Median HHI</th>
<th>Homeowners</th>
<th>Internet Access</th>
<th>Median Age</th>
</tr>
</thead>
<tbody>
<tr>
<td>50-59 Edition</td>
<td>4 million</td>
<td>9,915,000</td>
<td>39%/61%</td>
<td>64%</td>
<td>$78,472</td>
<td>73%</td>
<td>97%</td>
<td>53</td>
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<tr>
<td>50-69 Edition</td>
<td>7.25 million</td>
<td>12,465,000</td>
<td>43%/57%</td>
<td>68%</td>
<td>$75,126</td>
<td>86%</td>
<td>98%</td>
<td>65</td>
</tr>
<tr>
<td>50+ Edition</td>
<td>11.25 million</td>
<td>13,902,000</td>
<td>40%/60%</td>
<td>69%</td>
<td>$65,535</td>
<td>87%</td>
<td>99%</td>
<td>75</td>
</tr>
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<td>11.25 million</td>
<td>13,902,000</td>
<td>40%/60%</td>
<td>69%</td>
<td>$65,535</td>
<td>87%</td>
<td>99%</td>
<td>75</td>
</tr>
<tr>
<td>60+ Edition</td>
<td>18.5 million</td>
<td>26,368,000</td>
<td>41%/59%</td>
<td>69%</td>
<td>$70,125</td>
<td>87%</td>
<td>99%</td>
<td>71</td>
</tr>
</tbody>
</table>

SOURCE MRI-Simmons Spring 2021

As we mature, so do our nutritional requirements. Here’s how to ensure your best health in your sixth decade and beyond.

Photographs by Caitlin Bensel

It may surprise you that those RDAs are still driving dietary advice today. They underpin every nutrition label on every package in your pantry, and they’re used to establish the guidelines for preventing nutritional deficiencies and promoting health have been adjusted over the decades, they’re still building toward long-term health goals like preventing chronic disease.

We know that certain nutrients are better in higher amounts,” says Katherine Tucker, director of the Center for Population Health at the University of Massachusetts Lowell. “It’s not just about preventing deficiency diseases. It’s about keeping our systems optimal as we age.”

“While the past six months have seen depleted grocery shelves for certain items, Americans haven’t been at any real risk of developing scurvy. Still, it’s a good time to reassess what your body needs now, for maximum health in the years to come.”

This is your guide.

Lowell P. Possibilities

**Body Needs at 50+**

**What Your Body Needs at 60+**

**What Your Body Needs at 70+**

Photographs by Caitlin Bensel

Chicken and black bean tacos

Fiber +

Protein!
AARP The Magazine
Editorial Calendar 2022

AARP The Magazine is America’s most-read magazine that explores and celebrates key 50+ life stages and lifestyles through three demographic editions, curated for readers in their 50s, 60s, or 70+ years. Its contextual relevance drives high-engagement, and its mass audience of 36 million is more influential than any other – the ultimate megaphone for marketers seeking impact.

<table>
<thead>
<tr>
<th>December/January ’22</th>
<th>June/July</th>
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<tbody>
<tr>
<td><strong>Home/Real Estate Special Section</strong></td>
<td><strong>We Love Country! Special Section</strong></td>
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<tr>
<td>Health</td>
<td>Health</td>
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<tr>
<td>What’s Next For Diabetes</td>
<td>Post-Pandemic Sex Challenges</td>
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<tr>
<td>Money</td>
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<tr>
<td>Are Your Worries Over-Inflated?</td>
<td>Measuring Up! (Part 2)</td>
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<tr>
<td>Fraud</td>
<td>Entertainment</td>
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<tr>
<td>Scary Tales (honoring 100th episode of AARP’s Perfect Scam Podcast)</td>
<td>Country Music Feature</td>
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<tr>
<td>Home</td>
<td>Ad Close</td>
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<tr>
<td>Where to Live Next</td>
<td>4/8/22</td>
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<td><strong>Ad Close</strong></td>
<td><strong>February/March</strong></td>
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<td>10/8/21</td>
<td><strong>Home Special Section</strong></td>
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<td><strong>Health Special Section</strong></td>
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<td></td>
<td>Health</td>
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<tr>
<td>Sneaky Signs You Might Have Heart Disease, Whole Body Reset Sneak Peek</td>
<td>Most of What You Know About Sleeping is Wrong, (or) How We Didn’t Stop Aging, Simple Tasks Done Right</td>
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<tr>
<td>Money</td>
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<td>The Only Tax Guide You’ll Ever Need</td>
<td>Measuring Up! (Part 3)</td>
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<td>Travel</td>
<td>Home</td>
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<td>TBD</td>
<td>Home Sweet Home!</td>
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<td><strong>Ad Close</strong></td>
<td><strong>April/May</strong></td>
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<tr>
<td>6/8/22</td>
<td><strong>Health Special Section</strong></td>
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<td>Health</td>
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<tr>
<td>50 Most Pressing Health Questions</td>
<td>Medical Breakthroughs</td>
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<td>Money</td>
<td>Money</td>
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<tr>
<td>Measuring Up! (Part 1), The Truth About Product Reviews</td>
<td>Measuring up! (Part 4)</td>
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<tr>
<td>Travel</td>
<td>Travel</td>
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<tr>
<td>A Road Trip for Every Personality</td>
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<tr>
<td>Aging</td>
<td>Ad Close</td>
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<tr>
<td>The Joys of One</td>
<td>8/9/22</td>
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<td><strong>Dec Close</strong></td>
<td><strong>December/January ’23</strong></td>
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<td>2/8/22</td>
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<td>Ad Close</td>
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<td>10/8/22</td>
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</tbody>
</table>
# AARP The Magazine

## Advertising List

### Apparel/Accessories/Beauty
- Atlas for Men
- Dr. Comfort
- Dream Products
- Dremu
- Easy Spirit
- FullBeauty Brands
- Hitchcock Shoes
- Skechers Footwear
- Stauer
- Total Stockroom

### Auto
- Avis Budget Group
- ExxonMobil
- WeatherTech

### Collectibles
- Hamilton Collections

### Consumer Electronics/Services
- Affinity Cellular
- AT&T Wireless
- Consumer Cellular
- Lively
- Jitterbug Flip
- Jitterbug Smart
- MyLight
- TV Ears

### Entertainment
- Game Show Network
- The Sea Eagle Company

### Financial
- Barclays Bank
- Marcus by Goldman Sachs
- North Dakota Dept of Commerce

### Food/Beverages
- B&G Foods
- Bimbo Bakery
- Denny’s
- Dundee Citrus
- General Mills
- Kellogg’s

### Health/Wellness
- ADT PERS
- Aeroflow Healthcare
- Alcon Labs
- Bausch & Lomb
- PreserVision
- Soothe
- Bioderm
- CalHOPE
- Centura Health
- Cochlear
- Dispatch Health
- EyeMed Vision Care
- Health & Human Services
- HMR Weight Management Services
- Inogen One
- Iora Health
- J&J Heartline
- Journey Health & Lifestyle
- Life Alert
- Lively Mobile Plus
- Magni Company
- Miracle Ear
- MobileHelp
- Myomo
- National Organization for Rare Disorders
- Procter & Gamble Align
- Always Discreet
- Metamucil
- Ultra ZzzQuil
- Pulmonx
- Temple Health
- Texas Center for Proton Therapy
- Texas Oncology
- VSP Vision Care
- Wise Consumer Products

### Home/Building
- Acorn Stairlift
- American Standard
- Best Buy Walk-In Tub
- Dr. JimZ
- DR Power Equipment

### Insurance
- Blue Cross Blue Shield
- GEICO
- The Hartford
- Mutual of Omaha
- New York Life
- Physicians Mutual Dental Insurance
- UnitedHealthcare

### Miscellaneous
- Cubii
- PhoneSoap

### Retail
- Walgreens

### Travel
- Alaska Railroad
- American Cruise Line
- Arkansas State Parks
- Choctaw Casino
- City of Laredo CVB
- Collette Tours
- Colorado Springs CVB
- Farmington CVB
- Fredericksburg CVB
- George Bush Presidential Library
- Grand European Travel
- Holland America Line
- Korea Tourism Organization
- Louisiana Travel Association
- New York State Tourism
- Red River New Mexico
- Retire NC
- See Plymouth
- South Carolina Dept of Parks, Recreation & Tourism
- South Dakota Tourism
- South Padre Island CVB
- St Lawrence Cruise Lines
- State of AK/DCCED Vacations by Rail
- West Volusia Tourism