AARP Digital

Anchored by AARP.org and its 22 million unique visitors, our suite of digital assets features premium content, tools, and programs that offer adults 50+ unlimited possibilities to customize their experience.

Industry-leading engagement with our growing online audience can be leveraged by marketers on and off site, providing endless opportunities to drive measurable ROI.

Right Time.
Right Audience.
Right Brand.
AARP.org
Delivers Peak Performance

1. SITE VITALITY*
Delivering approximately 4.1 billion annual impressions through 22 million monthly UVs, 169 million monthly PVs and 8 PVs per UV. Mobile phone drives 54% 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**
3X more time spent than visitors of Forbes, Better Homes & Gardens, WebMD, and Travel + Leisure sites.

4. ROI GENERATOR
AARP.org’s standard banner average CTR is an impressive .06-.44% and up to 1.65% 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 Jan-Jun 2021 average; **comScore Jan-Jun 2021; average time spent per visitor

AARP MEDIA SOLUTIONS
REACH YOUR REP 646.521.2500 advertise.aarp.org
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 Demographics

<table>
<thead>
<tr>
<th>Audience</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Age 50+</td>
<td>73</td>
</tr>
<tr>
<td>Age 45+</td>
<td>79</td>
</tr>
<tr>
<td>Homeowner</td>
<td>75</td>
</tr>
<tr>
<td>Men</td>
<td>38</td>
</tr>
<tr>
<td>Women</td>
<td>62</td>
</tr>
<tr>
<td>Any College</td>
<td>67</td>
</tr>
<tr>
<td>Influentials</td>
<td>84</td>
</tr>
<tr>
<td>Employed</td>
<td>48</td>
</tr>
<tr>
<td>Retired</td>
<td>36</td>
</tr>
<tr>
<td>Median Age</td>
<td>60 years</td>
</tr>
<tr>
<td>Median HHI</td>
<td>$79,108</td>
</tr>
</tbody>
</table>

### AARP Audience Advantage

#### Online Behavior (past month)

<table>
<thead>
<tr>
<th>Behavior</th>
<th>AARP.org Index vs. 50+ with Internet Access</th>
</tr>
</thead>
<tbody>
<tr>
<td>Looked up movie listings or showtimes</td>
<td>157</td>
</tr>
<tr>
<td>Watched a TV program</td>
<td>131</td>
</tr>
<tr>
<td>Took an online class</td>
<td>129</td>
</tr>
<tr>
<td>Obtained real estate information</td>
<td>125</td>
</tr>
<tr>
<td>Obtained information about entertainment or celebrities</td>
<td>124</td>
</tr>
<tr>
<td>Obtained medical information</td>
<td>122</td>
</tr>
<tr>
<td>Watched a movie</td>
<td>122</td>
</tr>
<tr>
<td>Tracked or traded investments/obtained financial information</td>
<td>120</td>
</tr>
<tr>
<td>Obtained information for an auto purchase</td>
<td>119</td>
</tr>
<tr>
<td>Researched products prior to online purchase</td>
<td>118</td>
</tr>
<tr>
<td>Played games</td>
<td>117</td>
</tr>
<tr>
<td>Looked for recipes</td>
<td>116</td>
</tr>
<tr>
<td>Used video chat</td>
<td>116</td>
</tr>
<tr>
<td>Obtained the latest news/current events</td>
<td>113</td>
</tr>
<tr>
<td>Purchased cosmetics/toiletries (past 6 months)</td>
<td>113</td>
</tr>
<tr>
<td>Purchased travel (air, hotel, car rental; past 6 months)</td>
<td>112</td>
</tr>
</tbody>
</table>

### AARP.org Index vs. 50+ with Internet Access

**SOURCE:** 2021 comScore Multi-Platform © MRI-Simmons (05-21/S21)
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.

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

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

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

**Mobile (Phone)**
- 320x50
- Interscroller
- Reveal

**AARP Now Mobile App**
- Pole Position

**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 (Native)**
- BrandAmp Plus
- BrandAmp Articles

**AARP.org Audience Targeting**
- Audience Select
- Audience Suppression
- Custom Models
- Demographics
- Geography
- Retargeting

**Off-Site Audience Targeting**
- Facebook
- 1st Party Data Extension

**Sponsorship Programs**
- Editorial
- Podcast
- Rewards
- Staying Sharp

**Performance Management**
- Spotlight Tags
- Creative Delivery Options
- Brand Effectiveness Studies
- Campaign Optimization
AARP.org
Advertising List

Apparel/Accessories/Beauty
The Avenue
Better Not Younger
Columbia Sportswear Company
Easy Spirit
L’Oréal - Color & Co

Auto
Allstate Roadside Services
Avis Budget Group
ExxonMobil

Caregiving
J&J Caregiving
CareLinx
Home Instead Senior Care
Lifeline

Consumer Electronics/Services
AT&T Wireless
Consumer Cellular Lively
NortonLifeLock
Ooma Telo
Tagpoint
Verizon Wireless

Financial
Amboy Bank
Barclays
CIT Bank

Food/Beverages
Amazentis
Bloomin’ Brands California Walnut Commission
Denny’s
General Mills
Fiber One
Hello Fresh
Naked Wines
Rice Bread

Health/Wellness
ADT PERS
American Heart Association
Atlantic Therapeutics
Bausch & Lomb Boston Scientific - WATCHMAN
Capsiva
Centura Health
Cochlear
Doctor on Demand
Edward Lifesciences
FitForever
Fluzone
Genentech
GSK Voltaren
Hear USA
HMR Weight Management Services
J&J Heartline
Inogen One
Iora Health
Kindred Healthcare
Life Alert
Magni Company
Medjet Assistance
Mighty Health
MobileHelp
Noom
Noopl
OptumRx
Oregon Health Authority
Profound Medical – TULSA-PRO Pulmonx
Tyleol
U.S. Dept of H&H Services
Visionworks
Visiting Nurse Service of NY
Waterpik
WaterWipes

Home/Building
American Standard
Cartus Realogy
GL Homes
GutterGard South
MaxSold
Porch
Renewal by Andersen
SimpliSafe Inc

Insurance
Centers for Medicare & Medicaid
Delta Dental
EyeMed Vision Care
Foremost
Humana
New York Life
The Hartford
SHIP TA
UnitedHealthcare
VSP Vision Care

Media/Entertainment
Apple News+
Hachette
Harper Collins
M2M Media Group
MGA Entertainment
Oaklawn Racing & Gaming
Penguin Group
Roku
Simon and Schuster
Sony Classics
Universal Pictures

Nonprofit/Government
Alliance for Lifetime Income
American Academy of Ophthalmology
CDC Foundation
National Association of Realtors
National Organization for Rare Disorders
New York Road Runners
Virginia Dept. of Health

Retail/Etail
FTD.com
Kimberly Clark
Meijer
The UPS Store
Walgreens

Travel
Amtrak
Antigua and Barbuda Tourism
Arkansas Parks & Tourism
Arkansas State Parks
Best Western International
Collette Tours
Deniham Hospitality Group
Expedia
Florida Keys & Key West

G6 Hospitality
German National Tourist Office
Go RVing
Grand European Travel
Greater Palm Springs CVB
Hilton
Korea Tourism Organization
Louisiana Travel Association
McCurtain County Tourism Authority
Naples, Marco Island, Everglades Convention & Visitors Bureau
Radisson Hotels
See Plymouth
South Dakota Tourism
South Padre Island CVB
State of AK/DCCED
Town of Sturbridge, MA
TripBeat Endless Vacation
Visit Anchorage
Visit New Hampshire
Wyndham Hotel Group