AARP Bulletin

Spotlights news and policy-driven content that matters most to the lives of Americans age 50+.

Its timely focus on critical information ignites a sense of urgency and consumer action among 30 million readers – a media powerhouse for marketers to communicate their message.

AARP Bulletin
Must-Read Content

1 MEDIA GIANT
30.4 million readers #2 among all national magazines. 83% have been reading for 3+ years, 63% read every issue.

2 HIGH ENGAGEMENT
96% first read within a week of receipt, 69% in the first two days. 45 minutes spent reading each issue.

3 VALUED CONTENT
7 in 10 readers say they gain knowledge from AARP Bulletin that they don’t learn from other media.

4 ACTION DRIVER
More than 7 in 10 readers say AARP Bulletin is an important part of their decision to renew membership. Two thirds discuss Bulletin editorial with others or take other actions after reading.

5 ROI GENERATOR
Top 5 actions taken: 1. Learned about a new product/service, 2. Considered purchasing, 3. Searched online for more information, 4. Used a coupon, 5. Visited advertiser’s website.

SOURCE MRI-Simmons Fall 2021, publisher-defined prototype; AARP Bulletin Reader Study

AARP MEDIA SOLUTIONS
AARP Bulletin

Audience Demographics

AARP’s news and current affairs publication provides marketers the opportunity to reach highly responsive and influential 50+ consumers directly in their home.

<table>
<thead>
<tr>
<th>Audience</th>
<th>Audience (000)</th>
<th>% Comp</th>
</tr>
</thead>
<tbody>
<tr>
<td>Audience</td>
<td>30,375</td>
<td>100%</td>
</tr>
<tr>
<td>Men</td>
<td>15,188</td>
<td>50%</td>
</tr>
<tr>
<td>Women</td>
<td>15,188</td>
<td>50%</td>
</tr>
</tbody>
</table>

Median age: 67

Readers per copy: 1.35

<table>
<thead>
<tr>
<th>Household Income</th>
<th>Audience (000)</th>
<th>% Comp</th>
</tr>
</thead>
<tbody>
<tr>
<td>HHI $75,000+</td>
<td>15,959</td>
<td>53%</td>
</tr>
<tr>
<td>HHI $100,000+</td>
<td>11,499</td>
<td>38%</td>
</tr>
</tbody>
</table>

Median HHI: 79,324

<table>
<thead>
<tr>
<th>Home Ownership</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Homeowners</td>
<td>25,534</td>
<td>84%</td>
</tr>
<tr>
<td>Median home value</td>
<td>$297,384</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Other Key Demographics</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Married</td>
<td>18,342</td>
<td>60%</td>
</tr>
<tr>
<td>Single/widowed/divorced/separated</td>
<td>12,033</td>
<td>40%</td>
</tr>
<tr>
<td>Grandparent</td>
<td>16,672</td>
<td>55%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Education</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Any college</td>
<td>21,413</td>
<td>71%</td>
</tr>
<tr>
<td>Graduated college+</td>
<td>12,848</td>
<td>42%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Employment Status</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Employed</td>
<td>11,064</td>
<td>36%</td>
</tr>
<tr>
<td>Retired</td>
<td>16,496</td>
<td>54%</td>
</tr>
</tbody>
</table>

Internet Access

Yes: 29,717 98%

SOURCE MRI-Simmons Fall 2021; publisher-defined prototype
AARP Bulletin
Editorial Calendar 2022

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<table>
<thead>
<tr>
<th>Month</th>
<th>Cover</th>
<th>Health</th>
<th>Money</th>
<th>Ad Close</th>
</tr>
</thead>
<tbody>
<tr>
<td>January/February</td>
<td>COVID's Future</td>
<td>Cochlear Implants: A First-Person Tale</td>
<td>How to Buy an Index Fund</td>
<td>11/8/21</td>
</tr>
<tr>
<td>March</td>
<td>What’s Next For Social Security</td>
<td>Weight Loss, Whole Body Reset</td>
<td>Decluttering: Keep the Memories, Lose the Stuff</td>
<td>1/7/22</td>
</tr>
<tr>
<td>April</td>
<td>Fraud 2022: Meet the Bad Guys</td>
<td>Allergies: The Next Wave</td>
<td>What to Do When Big Cash Falls Into Your Lap</td>
<td>2/8/22</td>
</tr>
<tr>
<td>May</td>
<td>Fixing America’s Long-Term Care System</td>
<td>How To Do Your Own Health Research</td>
<td>Homes: What $360K Will Buy You Across America</td>
<td>3/8/22</td>
</tr>
<tr>
<td>June</td>
<td>Retirement Plans</td>
<td>Why We Don’t Comply with Doctor’s Orders</td>
<td>The Safest Ways to Pay Online</td>
<td>4/8/22</td>
</tr>
<tr>
<td>July/August</td>
<td>99 Great Ways to Save, 13th Edition</td>
<td>Stronger Arms and Shoulders At Any Age</td>
<td>What to Know About Job Listing Sites</td>
<td>5/9/22</td>
</tr>
<tr>
<td>September</td>
<td>Where the Safety Net Works</td>
<td>Your Bathroom Mirror Self-Assessment</td>
<td>Life Insurance: Buy, Drop, or Hold?</td>
<td>7/8/22</td>
</tr>
<tr>
<td>October</td>
<td>Mid-Term Elections</td>
<td>Health Clichés: True or False?</td>
<td>Smallish Accident? To Claim or Not to Claim</td>
<td>8/8/22</td>
</tr>
<tr>
<td>November</td>
<td>What it Costs to Get Sick in America</td>
<td>How to Walk!</td>
<td>Am I Money Normal?</td>
<td>9/8/22</td>
</tr>
<tr>
<td>December</td>
<td>In Development</td>
<td></td>
<td></td>
<td>10/8/22</td>
</tr>
</tbody>
</table>
# AARP Bulletin
## Advertising List

### Apparel/Accessories/Beauty
- Dremu
- JTV
- Ross Simons
- Stauer

### Collectibles/Toys
- GovMint
- Littleton Coin Company

### Consumer Electronics/Services
- Affinity Cellular
- AT&T Wireless
- Consumer Cellular
- Dish Network
- Lively
  - Jitterbug Flip
  - Jitterbug Smart
- Norton LifeLock
- Sinclair Intimacy Institute
- TV Ears

### Direct Response
- Dream Products
- Frank W. Cawood & Associates

### Financial/Insurance
- Barclays Bank
- Centers for Medicare & Medicaid
- Delta Dental AARP Insurance
- Fetch
- Fidelity Investments
- GEICO
- Globe Life & Accident Insurance
- The Hartford
- Marcus by Goldman Sachs
- Mutual of Omaha
- New York Life
- UnitedHealthcare

### Food/Beverages
- Kansas City Steaks
- Omaha Steaks

### Health/Wellness
- Bonro Medical
- Cochlear Americas
- Connect America
- Inogen One
- Journey Health & Lifestyle
- Life Alert
- Lively Mobile Plus
- Magni Company
- MobileHelp
- Nutrisystem
- Regent Labs

### Home/Building
- Acorn Stairlift
- American Standard
- BathWraps

### Miscellaneous
- Kinsella Media
- The Sea Eagle Company

### Travel/Real Estate
- CRF Communities
- Go Ahead Tours
- Preserve Home Sales

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**Berger’s Table Pad Factory**
**DR Power Equipment**
**Harbor Freight Tools**
**LeafFilter North**
**Renewal By Andersen**
**Safe Step Walk-In Tub**
**SunSetter**
**Zoysia Farm**

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**Reach Your Rep**: 646.521.2500  advertise.aarp.org