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 nearly 37 million readers—more than 3X 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 38% for the remaining top ten reach magazines.

4. #1 IN BOOMER REACH
Nearly 22 million Boomers turn to each issue – more than any other MRI-measured magazine.

5. MORE INFLUENTIAL
2X more likely to be Influentials than age 18-49.

SOURCE MRI-Simmons Fall 2021; Nielsen Ratings weeks ending 11/17 & 11/24
AARP The Magazine

Demographic Targeted Editions

AARP The magazine provides advertisers with six different ways to target adults in their 50s, 60s and 70s. Each edition features editorial content tailored to the specific audience’s unique and evolving life stage, creating a relevant contextual environment. This allows advertisers to be able to choose the specific demographic most aligned with their brands’ target.

Core Demographic Editions

<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>Median Age</th>
</tr>
</thead>
<tbody>
<tr>
<td>50-59 Edition</td>
<td>4 million</td>
<td>10,346,000</td>
<td>40%/60%</td>
<td>65%</td>
<td>$84,762</td>
<td>72%</td>
<td>53</td>
</tr>
<tr>
<td>60-69 Edition</td>
<td>7.25 million</td>
<td>12,386,000</td>
<td>44%/56%</td>
<td>68%</td>
<td>$77,897</td>
<td>86%</td>
<td>65</td>
</tr>
<tr>
<td>70+ Edition</td>
<td>11.25 million</td>
<td>14,184,000</td>
<td>40%/60%</td>
<td>70%</td>
<td>$67,790</td>
<td>89%</td>
<td>75</td>
</tr>
</tbody>
</table>

Extended Demographic Reach

Maximize visibility by advertising across multiple demographic editions of AARP The Magazine. Opportunity to customize your ad by age segment within each edition for more targeted messaging.

<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>Median Age</th>
</tr>
</thead>
<tbody>
<tr>
<td>50+ Full Run</td>
<td>11.25 million</td>
<td>22,732,000</td>
<td>42%/58%</td>
<td>67%</td>
<td>$80,764</td>
<td>79%</td>
<td>61</td>
</tr>
<tr>
<td>60+ Edition</td>
<td>18.5 million</td>
<td>26,570,000</td>
<td>42%/58%</td>
<td>69%</td>
<td>$72,074</td>
<td>87%</td>
<td>71</td>
</tr>
<tr>
<td>50-69 Edition</td>
<td>22.5 million</td>
<td>36,916,000</td>
<td>41%/59%</td>
<td>68%</td>
<td>$74,611</td>
<td>83%</td>
<td>67</td>
</tr>
</tbody>
</table>

SOURCE MRI-Simmons Fall 2021
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.

December/January ’22
Home/Real Estate Special Section
Health
What’s Next For Diabetes
Money
Are Your Worries Over-Inflated?
Fraud
Scary Tales (honoring 100th episode of AARP’s Perfect Scam Podcast)
Home
Where to Live Next
Ad Close 10/8/21

February/March
Money Special Section
Health
Sneaky Signs You Might Have Heart Disease,
Whole Body Reset Sneak Peek
Money
The Only Tax Guide You’ll Ever Need
Travel
TBD
Ad Close 12/1/21

April/May
Health Special Section
Health
50 Most Pressing Health Questions
Money
Measuring Up! (Part 1),
The Truth About Product Reviews
Travel
A Road Trip for Every Personality
Aging
The Joys of One
Ad Close 2/8/22

June/July
We Love Country! Special Section
Health
Post-Pandemic Sex Challenges
Money
Measuring Up! (Part 2)
Entertainment
Country Music Feature
Ad Close 4/8/22

August/September
Home Special Section
Health
Most of What You Know About Sleeping is Wrong, (or)
How We Didn’t Stop Aging,
Simple Tasks Done Right
Money
Measuring Up! (Part 3)
Home
Home Sweet Home!
Ad Close 6/8/22

October/November
Health
Medical Breakthroughs
Money
Measuring Up! (Part 4)
Travel
TBD
Ad Close 8/9/22

December/January ’23
In Development

Ad Close 10/8/22
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
Sothee
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
Generac Power Systems
Harbor Freight Tools
Hydro Dimensions
Kohler
LeafFilter North
Renewal by Andersen
Safe Step Walk-In Tub
Shea Homes
Stiltz Homelifts
Sunsetter Products

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

Miscellaneous
Cubii
PhoneSoap

Real Estate
Cartus Realogy
GL Homes
The Relocation Center

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