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 nearly 37 million** is more influential than any other - the ultimate megaphone for marketers seeking impact.

**Right Time.**
**Right Audience.**
**Right Brand.**
AARP Media

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**Relevance**
- The only lifestyle magazine with 3 demographic editions for targeted reach at scale

**Audience**
- Nearly 37 MM readers; 22.5 MM rate base
- 2X more likely to be influential than 18-49 adults

**Engagement**
- 60% read every issue

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**Marketing Megaphone**

6X/year
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>112,386,000</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 Editions</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>
<tr>
<td>60+ Edition Editions</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 Editions</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>
</tbody>
</table>
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
## 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
- CallHOPE
- 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
- Pulmonix
- 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 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

## 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/DGCCED
- Vacations by Rail
- West Volusia Tourism