Anchored by three core properties, our network delivers an average of **151MM monthly impressions**, and consultation with our **media solutions experts** whose sole goal is to maximize your advertising success.

<table>
<thead>
<tr>
<th>Core Properties</th>
<th>Special Publications</th>
<th>AARP Newsletters</th>
<th>AARP Audience 1st Extension</th>
</tr>
</thead>
</table>
| **AARP The Magazine**</br>• Marketing megaphone</br>• 6X/year</br>• 37.5 MM readers</br>• Targetable by age demo & geo | **Member Benefits Discovery Guide**  
• Provider-only annual publication  
• Year-long distribution to 2MM new members as they join AARP | **Webletter**  
List Size 10.4MM  
**THE DAILY**  
836K | **Audience Display Network**  
• Audience & contextual  
• Real Time Targeting  
• Video |
| **AARP Bulletin**  
• Direct response powerhouse  
• 10X/year  
• 30.3 MM readers | **Medicare Made Easy**  
• Annual publication  
• Year-long distribution to 1.75MM members turning 63-65 | **Your Health**  
878K | **Facebook**  
• Ads & Video |
| **AARP.org**  
• Measurable ROI Driver  
• Targetable audiences  
• Contextual targeting  
• Video | **Special Digital Programs**  
**AARP Rewards**  
• 1.7MM registered users and 1.4MM opt in newsletter subscribers  
• 100% SOV sponsorships  
**BrandAmp by AARP**  
• AARP’s native custom content program  
• Guaranteed PVs + display  
**Games**  
• Reskins  
• Game On! sponsorship  
**AARP Now App**  
• 5.2MM users  
• Monthly placements | **Travel**  
965K | **Video Exclusive**  
• YouTube  
• CTV/OTT |
| **Money Matters**  
1MM | **Lifestyle**  
552K | **Emerging Platforms**  
**AARP Podcasts**  
• The Perfect Scam  
• 100% SOV sponsorship  
**AARP Virtual Events**  
• Alignment with AARP initiatives across topics  
• Sponsorships and targeting  
**Relax and Radiate Crate**  
• Gen X demo targeting  
• Sampling opportunity | **Dedicated Email**  
7MM | |