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

### Core Properties

**AARP The Magazine**
- Marketing megaphone
- 6X/year
- 37.5MM readers
- Targetable by age demo & geo

**AARP Bulletin**
- Direct response powerhouse
- 10X/year
- 30.4MM readers

**AARP.org**
- Measurable ROI Driver
- 20MM monthly UVs
- Targetable audiences
- Contextual targeting
- Video

### Special Publications

**Member Benefits Discovery Guide**
- Provider-only annual publication
- Year-long distribution to 2MM new members as they join AARP

**Medicare Made Easy**
- Annual publication
- Year-long distribution to 1.75MM members turning 63-65

### Special Digital Programs

**AARP Rewards**
- 3MM registered users and 2MM 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 Newsletters

<table>
<thead>
<tr>
<th>Webletter</th>
<th>10.4MM</th>
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<tbody>
<tr>
<td><strong>THE DAILY</strong></td>
<td>836K</td>
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<tr>
<td>Your Health</td>
<td>878K</td>
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<tr>
<td>Travel</td>
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<tr>
<td>Lifestyle</td>
<td>552K</td>
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<tr>
<td>Money Matters</td>
<td>1MM</td>
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<td>AARP Rewards Monthly Statement</td>
<td>1.7MM</td>
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<td><strong>THE girlfriend</strong></td>
<td>400K</td>
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<td><strong>Sisters FROM AARP</strong></td>
<td>290K</td>
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<tr>
<td><strong>HOT DEALS</strong></td>
<td>800K</td>
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</tbody>
</table>

### AARP Audience 1st Extension

- Up to 53MM member devices targetable by 1st party data

### Audience Display Network

- Audience & contextual
- Real Time Targeting
- Video

### Facebook

- Ads & Video

### Video Exclusive

- YouTube
- CTV/OTT

### 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