AARP The Magazine

Editorial Calendar 2023

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 37.5 million is more influential than any other – the ultimate megaphone for marketers seeking impact.

December/January ’23

Health
- You vs. Your Bones
- 7 Warning Signs You’re About to Gain Weight

Money
- Good Money Habits You Might Be Overdoing

Entertainment
- Movies For Grownups Awards

Home/Tech
- Life Made Easier! 2023 Edition

Nostalgia
- In Their Words

Ad Close 10/7/22

February/March

Money Special Section
- Cash Smart in Your 50s/60s/70s

Health
- Stress in Your Second Half
- 8 Worst Habits for Your Blood Pressure
- How to Pick Healthy Chocolate
- The Return of the Cruise Vacation

Ad Close 12/1/22

April/May

Health Special Section
- Your Body in Your 50s/60s/70s

Money
- How to Mess Up Your Credit Score

Travel
- Big Crowd Getaways

Fraud
- Family Loot: A Medicare Crime Story

Ad Close 2/8/23

June/July

Health/Food
- What’s in YOUR Shopping Cart?

Health
- Daily Habits That Sap Your Strength

Money
- How Well Do You Know Your Money?

Nostalgia
- 1973: A Very Good Year

Ad Close 4/7/23

August/September

Home/Real Estate Special Section
- Total Home Refreshes

Health/ Fitness
- Work Out Like a Rock Star

Travel/America
- My Special Place

Caregiving
- Who Will Care for Grown Children with Disabilities?

Ad Close 6/8/23

October/November

Health Special Section
- Medical Breakthroughs 2023

Travel
- Travel by Rail: Take the Vay-Train

Ad Close 8/8/23

December/January ’24

Health
- Can You Have Your Best Sex in Your 50s/60s/70s?

Tech
- Life Made Easier, 2024 Edition

Ad Close 10/6/23

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Editorial content subject to change without notice