

2020 Media Kit

AARP THE MAGAZINE

AARP The Magazine is the only lifestyle publication with three age versioned editions that address the evolving life stages of 50+ adults. This contextual relevance, along with mass reach and scalable targeting, delivers success to a diverse group of marketers seeking to make an impact.

AARP The Magazine DELIVERS POWERHOUSE VALUE

1 A MEDIA GIANT WITH MASS APPEAL

America's most-read magazine, with 37.5 million readers—more than 2X the viewership of *Dancing with the Stars* and *The Voice* combined.

2 #1 IN LONG-TERM GROWTH

Nearly 2 million in reader growth over the past 10 years while the remaining top 10 reach magazines declined, on average, by 3 million.

SOURCE GfK MRI Fall 2019; Nielsen week ending 11/26/19



3 MUST-READ MAGAZINE

63% read 4 out of 4 issues. Among the top 10 magazines, only Costco Connection has comparable loyalty, while the others range from 34%-43%.

4 #1 IN BOOMER REACH

20 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.



AARP The Magazine **TARGETED TO POWERFUL DEMOS**

Three seamlessly edited age versions of AARP's flagship lifestyle publication provides marketers with up to 80 ways to target today's largest, most powerful consumer segment. Product selection, creative approach and messaging can be customized to maximize impact that speaks directly to them.

50-59 EDITION

Rate Base 4.25 million
Audience 13,323,000
Male/Female 40%/60%
Any College 63%
Median HHI \$76,960
Homeowners 64%
Internet Access 94%
Median Age 52

60-69 EDITION

Rate Base 7.5 million
Audience 11,619,000
Male/Female 46%/54%
Any College 67%
Median HHI \$74,655
Homeowners 83%
Internet Access 91%
Median Age 65

70+ EDITION

Rate Base 10.75 million
Audience 12,588,000
Male/Female 38%/62%
Any College 57%
Median HHI \$55,900
Homeowners 83%
Internet Access 82%
Median Age 75

50-69 EDITION

Rate Base 11.75 million
Audience 24,942,000
Male/Female 43%/57%
Any College 65%
Median HHI \$75,865
Homeowners 73%
Internet Access 93%
Median Age 59

50+ EDITION

Rate Base 22.5 million
Audience 37,530,000
Male/Female 41%/59%
Any College 63%
Median HHI \$68,114
Homeowners 76%
Internet Access 89%
Median Age 65

60+ EDITION

Rate Base 18.25 million
Audience 24,207,000
Male/Female 42%/58%
Any College 62%
Median HHI \$63,815
Homeowners 83%
Internet Access 86%
Median Age 70

SOURCE GfK MRI Fall 2019



- Ask about digital complements
- Editorial disruptor options subject to availability
- Editorial content subject to change without notice

AARP The Magazine EDITORIAL CALENDAR 2020

AARP The Magazine has three editorial editions targeted to different life stages (50-59, 60-69, and 70+) with versioned editorial. Service journalism, compelling storytelling, first-person narrative, and celebrity profiles are presented in a format that encourages readers to reflect, engage and enjoy midlife and beyond.

FEB/MAR

Money Special Section

- Health** Heart Health
- Money** Love and Money: Challenges Including Financial Infidelity & Supporting Parents Financially
- Travel** American River Cruises: A Definitive Poster Graphic Comparing Offerings

Ad Close 12/2/19

APR/MAY

Health Special Section

- Health** Your Body Owner's Manual (50s/60s/70+): Maintain Maximum Health in Every Life Stage
Brain Health: Dr. Sanjay Gupta Book Excerpt
- Money** All For One: How to Save Using Friends and Family Plans
- Travel** Big Cities on Little Budgets: New York, Chicago, Los Angeles and Las Vegas

Ad Close 2/7/20

JUN/JUL

Brain Special Section

- Health** New Eyecare Solutions
- Money** Protect Your Savings
- Living** Second Careers of Rock and Rollers

Ad Close 4/8/20

AUG/SEP

Food Special Section

- Health** The Real Rules of Nutrition in Your 50s/60s/70s: A Guide to the Best Food for this Lifestage
- Food** How America Eats: A Cultural Take on Diet; Plus, Nostalgic Eats
- Money** Ten Years After the Layoff: Tight-Knit Group of Workers Who Lost Their Jobs Together in 2010
- Living** The Property Brothers Return with More Insights for Your Home After 50

Ad Close 6/8/20

OCT/NOV

Health Special Section

- Health** Vision Insurance and Resources: A Guide to What's Covered and the Best Medical Facilities
- Living** Volunteer Sleuths Who Puzzle Out Cold Cases
- Travel** How to Plan Your First, Second and 10th European Vacation

Ad Close 8/7/20

DEC/JAN '21

Tech Special Section

- Health** Medical Mistakes
- Living** Life Made Easier Tech Roundup
- Money** TBA

Ad Close 10/8/20

AARP The Magazine ADVERTISING LIST

APPAREL/ ACCESSORIES

Dream Products
Easy Spirit
Gravity Defyer
Hitchcock Shoes
Hotter Shoes
Ross Simons
Skechers Footwear
Stauer

AUTO

Avis Budget Group
Garmin
GM - Chevy Multi
Brand
WeatherTech

CONSUMER ELEC/ SERVICES

AT&T Wireless
Consumer Cellular
CPR Global
Technology
GreatCall Jitterbug
Tracfone Wireless
TV Ears
ZVOX Audio

FINANCIAL

Bok Financial
Fidelity Investments
JPMorgan Chase
North Dakota Dept
of Commerce
Street Shares

FOOD/BEVERAGES

Bob's Red Mill
California Wine Club
Direct Wines
Kellogg's
Kraft
Lean Cuisine
Omaha Steaks
POM Wonderful
Quaker Oats
Stouffer's

HEALTH/ WELLNESS

Abbott Diabetes Care
Abbott Ensure
Products
Alcon
Always Discreet
Bausch & Lomb
PreserVision
Bioderm
Bladder Cancer
Advocacy Network
Blistex - Tucks
Bonro Medical
Cochlear
Connect America
Curel
Exact Sciences -
Cologuard
EyeMed Vision Care
Gilead HIV
Gillette
Hear USA
Inogen One
Ireliev Products

Jergens
Life Alert
Life Walker
LifeEar
Magni Company
Metamucil
MobileHelp
Regent Labs
Respirtech
SoClean

Hospital/Treatment Centers

Cancer Treatment
Centers
Livingston Hearing
Aid Centers
M.D. Anderson
Cancer Center
Texas Center for
Proton Therapy
Texas Health
Resources
Texas Oncology
UT Southwestern
Medical Center

HOME/BUILDING

Acorn Stairlift
BathWraps
DR Power Equipment
firstSTREET
Generac Power
Systems
Harbor Freight Tools
Renewal by Andersen

Safe Step Walk-In Tub
Sleep Number

INSURANCE

Blue Cross Blue
Shield
Foremost
Centers for Medicare
& Medicaid
GEICO
Globe Life & Accident
The Hartford
Mutual of Omaha
New York Life
Physicians Mutual
Dental Insurance
UnitedHealthcare

MISCELLANEOUS

Bradford Exchange
Carlsbad Chamber
of Commerce
GovMint
MBI
PBS
Second to None

PETS

PetComfort
Petplan

REAL ESTATE

Arkansas Retirement
Floridian Club
of Sarasota
GL Homes

Good Samaritan
Society
Kissing Tree
The Relocation Center

RESTAURANTS

Carrabba's Italian Grill
Denny's
Outback Steakhouse

RETAIL

CVS Pharmacy
Walgreens

TRAVEL

Cruises/ Transportation

American Cruise Lines
Blount Small Ship
Adventures
Crystal Cruises
Grand Canyon
Railway
Ponant Cruises
St Lawrence Cruise
Lines

Destinations

Arkansas State Parks
Asheville CVB
Chickasaw Cultural
Center
Choctaw Casino
City of Alamogordo
City of Laredo CVB
Colorado Springs CVB

Daytona Beach CVB
Deming New Mexico
Fredericksburg CVB
Gallup Conv. &
Visitors Bureau
George Bush
Presidential Library
Hot Springs Village
Houston Museum
District
Kohler American Club
Las Cruces CVB
Oklahoma Tourism
San Antonio CVB
Santa Fe County
South Padre Island
CVB
State of AK/DCCED
State of CA - Dept of
Insurance
Visit Denver
Visit Greenville SC
West Volusia Tourism

Hotels

Hilton
Playa Hotel & Resorts
Sandia Resorts &
Casino

Tour Providers

Caravan Tours
Collette Tours
Go Ahead Tours