

AARP Media Advertising Network

The **most expansive** Network of media channels that **surround and engage members** wherever they are in their 50+ journey, generating **150MM monthly impressions**.

IN HOME

Core Print



AARP The Magazine

- 6X/year
- 39.4MM readers
- Age and geo targeting
- Custom content

AARP Bulletin

- 6X/year
- 33.3MM readers
- Custom content

Special Publications



Member Benefits Discovery Guide

- Annual and Provider-only
- Year-long distribution to 2MM new members



Medicare Made Easy

- Annual publication
- Year-long distribution to 1.9MM members 62-65



Direct Mail

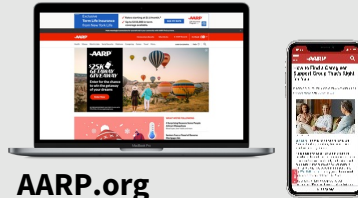
AARP Provider Packet

- Provider only
- Distributed via Welcome Kit
- New and renewing member targeting, plus demo targets



DIGITAL

Core Web



AARP.org

- 26.5MM average monthly UVs
- 1st-party data audience targeting
- Contextual targeting
- Video
- Games Immersion Opportunities

App



Now App

- 1.1MM average monthly authenticated users
- Display, native & custom ads

Custom Content Programs



BrandAmp by AARP

- Native custom content program
- Guaranteed PVs + display



AARP Rewards

- AARP's loyalty program sponsorship opportunities
- 5.2MM registered users and 2.5MM newsletter subs

Newsletters/Email

	List Size
Your Health	980K
Travel	1.2MM
Lifestyle	578K
Money Matters	1.2MM
AARP Rewards ★ Monthly Statement	3.2MM
the girlfriend FROM AARP	500K
THE EHR FROM AARP	436K
Sisters FROM AARP	383K
HOT DEALS	1MM
Dedicated Email	7.9MM
Webletter	12.9MM
THE DAILY	Coming Soon

AARP Audience 1st Extension

Uses 1st-party data to target up to 35MM members across these third-party platforms:



Audience Display Network

- Target by audience and/or contextually
- Right Time Targeting
- Display and video



Facebook

- Primarily on mobile
- Video and display ads



YouTube

- Target by audience and/or contextually
- Video and display ads



CTV

- Target by audience
- Option for video overlay with CTAs

Audio



AARP Podcast

- The Perfect Scam
- 100% SOV sponsorship