

50+ Edition Rates 2024

Effective with the December 2023/January 2024 issue

National Rates

Rate Base 21,500,000

Unit	B/W	4 Color
Page	\$734,550	\$816,150
2/3	568,040	631,150
1/2	477,440	530,500
1/3	342,780	380,870
2nd Cover		979,380
3rd Cover		897,770
4th Cover		1,061,010

National Half-Circ

Rate Base 10,750,000

Page	\$411,400	\$457,100
2/3	318,140	353,490
1/2	267,400	297,120
1/3	191,980	213,320

Business Reply Card (Supplied)

Rate Base 21,500,000

Small Card		\$620,280
Large Card		661,490

Must be accompanied by full page of advertising

California

Rate Base 1,838,200

Page	\$107,802	\$119,780
1/2	70,071	77,857
1/3	50,308	55,897

Capital (DC, DE, MD, VA)

Rate Base 1,213,000

Page	\$70,470	\$78,300
1/2	45,806	50,895
1/3	32,886	36,540

East Central (IN, KY, OH, WV)

Rate Base 1,594,200

Unit	B/W	4 Color
Page	\$89,964	\$99,960
1/2	58,477	64,974
1/3	41,983	46,648

Florida

Rate Base 1,673,200

Page	\$98,127	\$109,030
1/2	63,783	70,870
1/3	45,793	50,881

Great Lakes (IL, MI, MN, MO, WI)

Rate Base 2,761,300

Page	\$138,996	\$154,440
1/2	90,347	100,386
1/3	64,865	72,072

Mid-Atlantic (NJ, NY, PA)

Rate Base 2,920,500

Page	\$147,006	\$163,340
1/2	95,554	106,171
1/3	68,603	76,225

New England (CT, MA, ME, NH, RI, VT)

Rate Base 1,121,600

Page	\$65,160	\$72,400
1/2	42,354	47,060
1/3	30,408	33,787

Pacific Northwest (AK, ID, OR, UT, WA)

Rate Base 1,065,400

Page	\$61,893	\$68,770
1/2	40,230	44,701
1/3	28,883	32,093

Pacific Southwest (AZ, CA, HI, NV)

Rate Base 2,641,700

Unit	B/W	4 Color
Page	\$140,274	\$155,860
1/2	91,178	101,309
1/3	65,461	72,735

Southeast (AL, FL, GA, MS, NC, SC, TN)

Rate Base 4,039,400

Page	\$203,328	\$225,920
1/2	132,163	146,848
1/3	94,886	105,429

Southwest (AR, LA, NM, OK, TX)

Rate Base 2,163,200

Page	\$122,067	\$135,630
1/2	79,344	88,160
1/3	56,965	63,294

Texas

Rate Base 1,432,000

Page	\$83,979	\$93,310
1/2	54,586	60,652
1/3	39,190	43,545

West Central (CO, IA, KS, MT, ND, NE, SD, WY)

Rate Base 1,032,000

Page	\$59,958	\$66,620
1/2	38,973	43,303
1/3	27,980	31,089

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AARP The Magazine

50-59 Edition Rates 2024

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National Rates
Rate Base 4,000,000

Unit	B/W	4 Color
Page	\$180,680	\$200,750
2/3	139,720	155,240
1/2	117,440	130,490
1/3	84,320	93,680
2nd Cover		240,900
3rd Cover		220,830
4th Cover		260,980

National Half-Circ
Rate Base 2,000,000

Page	\$101,180	\$112,420
2/3	78,240	86,940
1/2	65,760	73,070
1/3	47,220	52,460

Business Reply Card (Supplied)
Rate Base 4,000,000

Small Card	\$152,570
Large Card	162,710

Must be accompanied by full page of advertising

California
Rate Base 374,700

Page	\$30,654	\$34,060
1/2	19,925	22,139
1/3	14,305	15,895

Capital (DC, DE, MD, VA)
Rate Base 236,700

Page	\$19,179	\$21,310
1/2	12,466	13,852
1/3	8,950	9,945

East Central (IN, KY, OH, WV)
Rate Base 274,300

Unit	B/W	4 Color
Page	\$21,582	\$23,980
1/2	14,028	15,587
1/3	10,072	11,191

Florida
Rate Base 316,700

Page	\$25,902	\$28,780
1/2	16,836	18,707
1/3	12,088	13,431

Great Lakes (IL, MI, MN, MO, WI)
Rate Base 475,500

Page	\$33,390	\$37,100
1/2	21,704	24,115
1/3	15,582	17,313

Mid-Atlantic (NJ, NY, PA)
Rate Base 487,800

Page	\$34,254	\$38,060
1/2	22,265	24,739
1/3	15,985	17,761

New England (CT, MA, ME, NH, RI, VT)
Rate Base 168,700

Page	\$13,671	\$15,190
1/2	8,886	9,874
1/3	6,380	7,089

Pacific Northwest (AK, ID, OR, UT, WA)
Rate Base 184,700

Page	\$14,967	\$16,630
1/2	9,729	10,810
1/3	6,985	7,761

Pacific Southwest (AZ, CA, HI, NV)
Rate Base 509,500

Unit	B/W	4 Color
Page	\$37,737	\$41,930
1/2	24,529	27,255
1/3	17,611	19,567

Southeast (AL, FL, GA, MS, NC, SC, TN)
Rate Base 853,500

Page	\$59,931	\$66,590
1/2	38,955	43,284
1/3	27,968	31,075

Southwest (AR, LA, NM, OK, TX)
Rate Base 532,800

Page	\$41,922	\$46,580
1/2	27,249	30,277
1/3	19,564	21,737

Texas
Rate Base 383,400

Page	\$31,365	\$34,850
1/2	20,387	22,653
1/3	14,637	16,263

West Central (CO, IA, KS, MT, ND, NE, SD, WY)
Rate Base 160,800

Page	\$13,032	\$14,480
1/2	8,471	9,412
1/3	6,082	6,757

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60-69 Edition Rates 2024

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National Rates

Rate Base 6,250,000

Unit	B/W	4 Color
Page	\$266,030	\$295,580
2/3	205,720	228,580
1/2	172,910	192,130
1/3	124,140	137,940
2nd Cover		354,700
3rd Cover		325,140
4th Cover		384,260

National Half-Circ

Rate Base 3,125,000

Page	\$148,990	\$165,540
2/3	115,220	128,020
1/2	96,840	107,600
1/3	69,530	77,250

Business Reply Card (Supplied)

Rate Base 6,250,000

Small Card	\$224,640
Large Card	239,570

Must be accompanied by full page of advertising

California

Rate Base 461,300

Page	\$35,730	\$39,700
1/2	23,225	25,805
1/3	16,674	18,527

Capital (DC, DE, MD, VA)

Rate Base 348,000

Page	\$26,703	\$29,670
1/2	17,357	19,286
1/3	12,461	13,846

East Central (IN, KY, OH, WV)

Rate Base 441,100

Unit	B/W	4 Color
Page	\$32,877	\$36,530
1/2	21,370	23,745
1/3	15,343	17,047

Florida

Rate Base 449,000

Page	\$34,785	\$38,650
1/2	22,610	25,123
1/3	16,233	18,037

Great Lakes (IL, MI, MN, MO, WI)

Rate Base 801,600

Page	\$53,316	\$59,240
1/2	34,655	38,506
1/3	24,881	27,645

Mid-Atlantic (NJ, NY, PA)

Rate Base 837,300

Page	\$55,692	\$61,880
1/2	36,200	40,222
1/3	25,990	28,877

New England (CT, MA, ME, NH, RI, VT)

Rate Base 331,700

Page	\$25,452	\$28,280
1/2	16,544	18,382
1/3	11,878	13,197

Pacific Northwest (AK, ID, OR, UT, WA)

Rate Base 273,100

Page	\$20,952	\$23,280
1/2	13,619	15,132
1/3	9,778	10,864

Pacific Southwest (AZ, CA, HI, NV)

Rate Base 681,200

Unit	B/W	4 Color
Page	\$47,790	\$53,100
1/2	31,064	34,515
1/3	22,302	24,780

Southeast (AL, FL, GA, MS, NC, SC, TN)

Rate Base 1,097,500

Page	\$72,999	\$81,110
1/2	47,449	52,722
1/3	34,066	37,851

Southwest (AR, LA, NM, OK, TX)

Rate Base 612,900

Page	\$45,684	\$50,760
1/2	29,695	32,994
1/3	21,319	23,688

Texas

Rate Base 411,800

Page	\$31,896	\$35,440
1/2	20,732	23,036
1/3	14,885	16,539

West Central (CO, IA, KS, MT, ND, NE, SD, WY)

Rate Base 300,000

Page	\$23,022	10,744
1/2	14,964	16,627
1/3	10,744	11,937

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AARP The Magazine

70+ Edition Rates 2024

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National Rates

Rate Base 11,250,000

Unit	B/W	4 Color
Page	\$393,830	\$437,580
2/3	304,560	338,390
1/2	255,980	284,430
1/3	183,780	204,210
2nd Cover		525,100
3rd Cover		481,340
4th Cover		568,860

National Half-Circ

Rate Base 5,625,000

Page	\$220,550	\$245,050
2/3	170,550	189,500
1/2	143,350	159,280
1/3	102,920	114,360

Business Reply Card (Supplied)

Rate Base 11,250,000

Small Card	\$332,560
Large Card	354,660

Must be accompanied by full page of advertising

California

Rate Base 1,002,200

Page	\$66,258	\$73,620
1/2	43,068	47,853
1/3	30,920	34,356

Capital (DC, DE, MD, VA)

Rate Base 628,300

Page	\$41,157	\$45,730
1/2	26,752	29,725
1/3	19,207	21,341

East Central (IN, KY, OH, WV)

Rate Base 878,800

Unit	B/W	4 Color
Page	\$55,908	\$62,120
1/2	36,340	40,378
1/3	26,090	28,989

Florida

Rate Base 907,500

Page	\$59,994	\$66,660
1/2	38,996	43,329
1/3	27,997	31,108

Great Lakes (IL, MI, MN, MO, WI)

Rate Base 1,484,200

Page	\$84,231	\$93,590
1/2	54,750	60,834
1/3	39,308	43,675

Mid-Atlantic (NJ, NY, PA)

Rate Base 1,595,400

Page	\$90,549	\$100,610
1/2	58,857	65,397
1/3	42,256	46,951

New England (CT, MA, ME, NH, RI, VT)

Rate Base 621,200

Page	\$40,689	\$45,210
1/2	26,448	29,387
1/3	18,988	21,098

Pacific Northwest (AK, ID, OR, UT, WA)

Rate Base 607,600

Page	\$39,798	\$44,220
1/2	25,869	28,743
1/3	18,572	20,636

Pacific Southwest (AZ, CA, HI, NV)

Rate Base 1,451,000

Unit	B/W	4 Color
Page	\$86,886	\$96,540
1/2	56,476	62,751
1/3	40,547	45,052

Southeast (AL, FL, GA, MS, NC, SC, TN)

Rate Base 2,088,400

Page	\$118,521	\$131,690
1/2	77,039	85,599
1/3	55,310	61,455

Southwest (AR, LA, NM, OK, TX)

Rate Base 1,017,500

Page	\$64,737	\$71,930
1/2	42,079	46,755
1/3	30,211	33,567

Texas

Rate Base 636,800

Page	\$42,102	\$46,780
1/2	27,366	30,407
1/3	19,648	21,831

West Central (CO, IA, KS, MT, ND, NE, SD, WY)

Rate Base 571,200

Page	\$37,413	\$41,570
1/2	24,318	27,021
1/3	17,459	19,399

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National Rates

Rate Base 10,250,000

Unit	B/W	4 Color
Page	\$402,580	\$447,300
2/3	311,320	345,910
1/2	261,670	290,750
1/3	187,870	208,740
2nd Cover		536,760
3rd Cover		492,030
4th Cover		581,500

National Half-Circ

Rate Base 5,125,000

Page	\$225,470	\$250,520
2/3	174,360	193,730
1/2	146,550	162,840
1/3	105,220	116,910

Business Reply Card (Supplied)

Rate Base 10,250,000

Small Card	\$339,950
Large Card	362,540

Must be accompanied by full page of advertising

California

Rate Base 836,000

Page	\$59,364	\$65,960
1/2	38,587	42,874
1/3	27,703	30,781

Capital (DC, DE, MD, VA)

Rate Base 584,700

Page	\$41,121	\$45,690
1/2	26,729	29,699
1/3	19,190	21,322

East Central (IN, KY, OH, WV)

Rate Base 715,400

Unit	B/W	4 Color
Page	\$48,870	\$54,300
1/2	31,766	35,295
1/3	22,806	25,340

Florida

Rate Base 765,700

Page	\$54,369	\$60,410
1/2	35,340	39,267
1/3	25,372	28,191

Great Lakes (IL, MI, MN, MO, WI)

Rate Base 1,277,100

Page	\$77,859	\$86,510
1/2	50,608	56,232
1/3	36,334	40,371

Mid-Atlantic (NJ, NY, PA)

Rate Base 1,325,100

Page	\$80,784	\$89,760
1/2	52,510	58,344
1/3	37,699	41,888

New England (CT, MA, ME, NH, RI, VT)

Rate Base 500,400

Page	\$35,190	\$39,100
1/2	22,874	25,415
1/3	16,422	18,247

Pacific Northwest (AK, ID, OR, UT, WA)

Rate Base 457,800

Page	\$32,193	\$35,770
1/2	20,925	23,251
1/3	15,023	16,693

Pacific Southwest (AZ, CA, HI, NV)

Rate Base 1,190,700

Unit	B/W	4 Color
Page	\$76,572	\$85,080
1/2	49,772	55,302
1/3	35,734	39,704

Southeast (AL, FL, GA, MS, NC, SC, TN)

Rate Base 1,951,000

Page	\$118,944	\$132,160
1/2	77,314	85,904
1/3	55,507	61,675

Southwest (AR, LA, NM, OK, TX)

Rate Base 1,145,700

Page	\$78,264	\$86,960
1/2	50,872	56,524
1/3	36,523	40,581

Texas

Rate Base 795,200

Page	\$56,466	\$62,740
1/2	36,703	40,781
1/3	26,351	29,279

West Central (CO, IA, KS, MT, ND, NE, SD, WY)

Rate Base 460,800

Page	\$32,409	\$36,010
1/2	21,066	23,407
1/3	15,124	16,805

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National Rates

Rate Base 17,500,000

Unit	B/W	4 Color
Page	\$615,760	\$684,170
2/3	476,180	529,080
1/2	400,230	444,710
1/3	287,350	319,280
2nd Cover		821,000
3rd Cover		752,590
4th Cover		889,430

National Half-Circ

Rate Base 8,750,000

Page	\$344,890	\$383,200
2/3	266,710	296,340
1/2	224,170	249,080
1/3	160,940	178,830

Business Reply Card (Supplied)

Rate Base 17,500,000

Small Card	\$519,970
Large Card	554,520

Must be accompanied by full page of advertising

California

Rate Base 1,463,500

Page	\$96,849	\$107,610
1/2	62,952	69,947
1/3	45,196	50,218

Capital (DC, DE, MD, VA)

Rate Base 976,300

Page	\$63,999	\$71,110
1/2	41,599	46,222
1/3	29,866	33,185

East Central (IN, KY, OH, WV)

Rate Base 1,319,900

Unit	B/W	4 Color
Page	\$84,042	\$93,380
1/2	54,627	60,697
1/3	39,220	43,577

Florida

Rate Base 1,356,500

Page	\$89,766	\$99,740
1/2	58,348	64,831
1/3	41,891	46,545

Great Lakes (IL, MI, MN, MO, WI)

Rate Base 2,285,800

Page	\$129,870	\$144,300
1/2	84,416	93,795
1/3	60,606	67,340

Mid-Atlantic (NJ, NY, PA)

Rate Base 2,432,700

Page	\$138,222	\$153,580
1/2	89,844	99,827
1/3	64,504	71,671

New England (CT, MA, ME, NH, RI, VT)

Rate Base 952,900

Page	\$62,469	\$69,410
1/2	40,605	45,117
1/3	29,152	32,391

Pacific Northwest (AK, ID, OR, UT, WA)

Rate Base 880,700

Page	\$57,735	\$64,150
1/2	37,528	41,698
1/3	26,943	29,937

Pacific Southwest (AZ, CA, HI, NV)

Rate Base 2,132,200

Unit	B/W	4 Color
Page	\$127,764	\$141,960
1/2	83,047	92,274
1/3	59,623	66,248

Southeast (AL, FL, GA, MS, NC, SC, TN)

Rate Base 3,185,900

Page	\$181,017	\$201,130
1/2	117,661	130,735
1/3	84,475	93,861

Southwest (AR, LA, NM, OK, TX)

Rate Base 1,630,400

Page	\$103,815	\$115,350
1/2	67,480	74,978
1/3	48,447	53,830

Texas

Rate Base 1,048,600

Page	\$69,390	\$77,100
1/2	45,104	50,115
1/3	32,382	35,980

West Central (CO, IA, KS, MT, ND, NE, SD, WY)

Rate Base 871,200

Page	\$57,114	\$63,460
1/2	37,124	41,249
1/3	26,653	29,615

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