

AARP Bulletin

Editorial Calendar 2025

AARP Bulletin spotlights news and policy-driven content that matters most to the lives of Americans age 50+. Its timely focus on critical information ignites a sense of urgency and consumer action among **33.3 million readers** – a media powerhouse for marketers to communicate their message.

January/February

Cover How to Handle Inflation in 2024
Health Migraines: Treatments That Work
Money How to Sell Your Parents' Home
Life Online Returns: Beware the Gotchas
Ad Close 11/7/23

March

Cover The Future of Alzheimer's
Health A Buyer's Guide to Protein Supplements
Money Deciphering Unit Pricing
Life How to Get in Trouble with the IRS
Ad Close 1/5/24

April

Cover Fraud 2024: New Crimes, New Solutions
Health A Shot to the Knee
Money What You Need to Know About the Stock Market Today
Life How to Dispute A Credit Card Bill
Ad Close 2/7/24

May

Cover Modern Problems and Their Solutions (2nd Edition)
Health The Good Stuff Living Inside You
Money Managing Your Nest Egg (2024 Edition)
Life The Doctor is In... the Store
Ad Close 3/7/24

June

Cover TBD
Money How to Buy a Brand-New-Home
Life Tales from the Starting Line
Ad Close 4/5/24

July/August

Cover 99 Great Ways To Save (15th Edition)
Ad Close 5/7/24

September

Cover Are Mega-Hospitals Good for Your Health?
Ad Close 7/5/24

October

Cover Where They Stand – Presidential Candidates Interviews
Health Medicare
Ad Close 8/7/24

November

Cover TBD
Health Caregiving
Ad Close 9/6/24

December

Cover TBD
Ad Close 10/7/24



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