

AARP Bulletin

Rates and Closing/In-Home Dates 2025

Effective with the Jan/Feb 2025 issue

National Rates
Rate Base 21,500,000

Unit	B/W	4 Color
Page	\$781,330	\$868,140
2/3	588,590	654,000
1/2	519,580	577,310
1/3	354,200	393,560
1/4	273,460	303,850
Billboard		260,580
2nd Cover		998,360
3rd Cover		954,950
Back Cover		1,041,770

National Half-Circ
Rate Base 10,750,000

Unit	B/W	4 Color
Page	\$437,540	\$486,150
1/2	290,960	323,290

Half-Circ ads are pending partnership. They are random and alternate every 10,000–13,000 copies. Positioning cannot be guaranteed. There may be coupon backups and/or competitive advertising nearby.

BRC/Insert Units (Supplied)
Rate Base 21,500,000

Unit	4 Color
BRC (blow in)	\$434,070
BRC (hanger)	868,140
SSI (hanger)	1,302,270

Inserts may require an accompanying ad unit.

BRC/insert unit reservations must be confirmed in writing two weeks prior to space closing date. Production charges may apply.

Paper is in short supply. If you want us to print your insert, provide as much notice as possible to secure paper. Once your order is placed, we cannot cancel the paper order.

Closing/In-Home Dates

Issue	Ad Copy Clearance	Space/ Material	Estimated in-home
Jan/Feb	10/31/24	11/7/24	1/8/25 – 1/24/25
Mar/Apr	12/30/24	1/6/25	3/10/25 – 3/22/25
May/June	2/28/25	3/7/25	5/7/25 – 5/22/25
Jul/Aug	4/30/25	5/7/25	7/7/25 – 7/19/25
Sep/Oct	6/30/25	7/7/25	9/10/25 – 9/25/25
Nov/Dec	9/2/25	9/8/25	11/10/25 – 11/22/25

Cancellation date is space closing date.

BRC/Insert Closing Dates

Issue	Closing Date
Jan/Feb	10/24/24
Mar/Apr	12/23/24
May/June	2/21/25
Jul/Aug	4/23/25
Sep/Oct	6/23/25
Nov/Dec	8/25/25

Cancellation date is space closing date.

 All rates are gross. All advertising orders are accepted subject to AARP's Advertising Terms and Conditions, which can be found at [advertise.aarp.org](https://www.advertise.aarp.org).