

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
- 38.7MM readers
- Age and geo targeting
- Custom content

AARP Bulletin

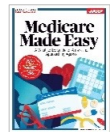
- 10X/year
- 32.6MM readers
- Custom content

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

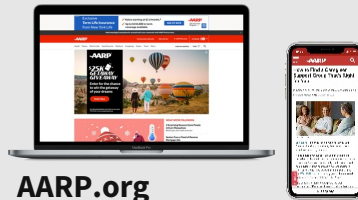


AARP Provider Packet

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

DIGITAL

Core Web



AARP.org

- 22MM average monthly UVs
- 1st-party data audience targeting
- Contextual targeting
- Video
- Games high-impact opportunities

App



Now App

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

Special Programs



Native Platform: BrandAmp by AARP

- Mobile-first custom content program
- Guaranteed PVs + display



AARP Rewards

- AARP's loyalty program sponsorship opportunities
- 3MM registered users and 2.8MM newsletter subs.

Newsletters

	List Size
Your Health	980K
Travel	1.2MM
Lifestyle	578K
Money Matters	1.2MM
★ AARP Rewards Monthly Statement	2.8MM

the girlfriend FROM AARP	500K
THE GIRL FROM AARP	436K
Sisters FROM AARP	383K
HOT DEALS	1MM

Dedicated Email	8.3MM
Webletter	Coming Soon
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
- Ads and video



YouTube

- Target by audience and/or contextually
- Video plus display ad



CTV/OTT

- Target by audience and/or contextually
- Option for video overlay with CTAs

Audio



AARP Podcast

- The Perfect Scam
- 100% SOV sponsorship