# 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**.

## 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

## Core Web
- **AARP.org**
  - 22MM average monthly UVs
  - 1st-party data audience targeting
  - Contextual targeting
  - Video
  - Games high-impact opportunities

## Special Programs
- **Native Platform: BrandAmp by AARP**
  - Mobile-first custom content program
  - Guaranteed PVs + display

## App
- **Now App**
  - 1 MM average monthly authenticated users
  - Display, native & custom ads

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

## Dedication Email
- **HOT DEALS**
  - 1MM
- **Dedicated Email**
  - 8.3MM

## Audio
- **AARP Podcast**
  - The Perfect Scam
  - 100% SOV sponsorship

## 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