

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
- 38.8MM 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

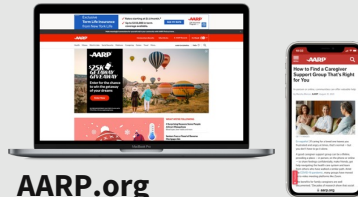


AARP Provider Packet

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

DIGITAL

Core Web



AARP.org

- 26MM average monthly UVs
- 1st-party data audience targeting
- Contextual targeting
- Video
- Games high-impact opportunities

App



Now App

- 1MM 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	3MM
★ AARP Rewards Newsletter	2.5MM
the girlfriend FROM AARP	500K
THE GEM 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