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
- 39.4MM readers
- Age and geo targeting
- Custom content

AARP Bulletin
- 6X/year
- 33.3MM 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
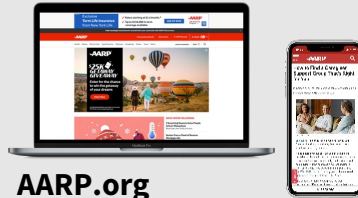- Year-long distribution to 1.9MM members 62-65

Direct Mail

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

DIGITAL

Core Web

AARP.org
- 26.5MM average monthly UVs
- 1st-party data audience targeting
- Contextual targeting
- Video
- Games high-impact opportunities

App

Now App
- 1.1MM average monthly authenticated users
- Display, native & custom ads

Custom Content Programs

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

AARP Rewards
- AARP's loyalty program sponsorship opportunities
- 5.2MM registered users and 2.5MM newsletter subs

Newsletters/Email

	List Size
Your Health	980K
Travel	1.2MM
Lifestyle	578K
Money Matters	1.2MM
★ **AARP Rewards Monthly Statement**	3.2MM
the girlfriend FROM AARP	500K
THE ETHEL FROM AARP	436K
Sisters FROM AARP	383K
🔥 **HOT DEALS**	1MM
Dedicated Email	7.9MM
Webletter	12.8MM
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
- Target by audience
- Option for video overlay with CTAs

Audio

AARP Podcast
- The Perfect Scam
- 100% SOV sponsorship