

AARP Media Advertising Network

The **most expansive** Network of media channels that **surround and engage our audience** wherever they are in their 50+ journey, generating an average of **150MM monthly impressions**.

IN HOME

Core Print



AARP The Magazine

- 6X/year
- 39.2MM readers
- Age and geo targeting
- Custom content



AARP Bulletin

- 6X/year
- 30.2MM readers
- Custom content

Special Publication



Member Benefits Discovery Guide

- Annual and Provider-only
- Year-long distribution to 2MM new members

Direct Mail



AARP Provider Packet

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

DIGITAL

Core Digital



AARP.org

- 24.3MM avg. monthly UVs
- 1st-party data audience targeting
- Contextual targeting and takeovers
- Video
- Games integrations and takeovers



AARP Now App

- 1.1MM avg. monthly authenticated users
- Display and native ads

Newsletters/Email

	List Size
Your Health	1.2MM
Travel	1.2MM
Lifestyle	576K
Money Matters	1.2MM
AARP Rewards Monthly	3.2MM
Member Benefit Update	9.5MM
Webletter	9.5MM
Dedicated Email	8MM

Custom Content and Sponsorships



BrandAmp by AARP

- Native custom content program
- Guaranteed PVs + display

AARP Rewards Sponsorships

- AARP's loyalty program sponsorship opportunities
- Custom content, newsletter takeover, native ads & branding
- 5.2MM registered users and 2.5MM newsletter subs

Specialized Content Sponsorships

- 100% SOV of content targeted to distinct audiences:
 - The Girlfriend (Gen X women)
 - The Ethel (Boomer women)
 - Sisters (Black women)
- Newsletter, website takeover, custom content and branding



Hot Deals Sponsorships

- Transactional-focused opportunities to promote a timely deal/offer
- Text link, display ad impressions, and shared or 100% SOV newsletter

Audience 1st Extension

Uses 1st-party data to target up to 35MM AARP members on these 3rd-party platforms:



Audience Display Network

- Target by audience and/or contextually
- Search-Intent Targeting
- Display and video



Facebook

- Primarily on mobile
- Video and display ads



YouTube

- Target by audience and/or contextually
- Video and display ads



CTV

- Target by audience
- Option for video overlay with CTAs



Audio

- Target by audience
- Across various audio platforms (i.e. podcasts, streaming radio and music)