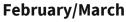
AARP The Magazine

Editorial Calendar 2024

AARP The Magazine is **America's most-read magazine** that explores and celebrates key 50+ life stages and lifestyles through three demographic editions, curated for readers in their 50s, 60s, or 70+ years. Its contextual relevance drives high engagement, and its **mass audience of 38.7 million** is more influential than any other – the ultimate megaphone for marketers seeking impact.



Money Special Section

Money Lower Your Risk, a Four-Part Series

Health Fitness in Your 50s/60s/70s Flip Cover Section

That Weird Thing on My Skin

Travel Is This Cruise The Right One For You?

Ad Close 11/30/23

April/May

Health Special Section

Health You in Your 50s/60s/70s

Money How to Prepare Your Future Millionaire

After the Will, the Way Forward

Travel U.S. Pilgrimage Travel: Pursuing

Personal Passions

Ad Close 2/7/24

June/July

Health Your Body Speaks: Lady's Edition

8 Ways to Beat Your Sugar Problem

Money What to Expect the Next Time You...

Travel Build Your Perfect Road Trip

Ad Close 4/5/24

August/September

Home/ Real Estate Special Section

Home Use that Space!

Health Where's My What? A Quiz to Little Known Body Parts

Read My Hands

Money What's Wrong with This Budget?

Travel Viva Las Vegas!

Tech Annual Tech Guide – Flip Cover Section

Ad Close 6/7/24

October/November

Health Special Section

Health Medical Breakthroughs

Money How I Gave Up Work, Became an Influencer,

and Made a Fortune

Travel What's Your Dream Island

Ad Close 8/7/24

December/January '25

Money Best Places to Retire in America on \$40,000 a Year
Health Can You Have Your Best Sex in Your 50s/60s/70s?

Tech Life Made Easier, 2024 Edition

Ad Close 10/6/24