

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.



February/March

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