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
- 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 and 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

Ask about digital complements. Editorial content subject to change without notice.