

AARP The Magazine

Editorial Calendar 2025

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 39.4 million** is more influential than any other – the ultimate megaphone for marketers seeking impact.



February/March

Money Special Section

Money Four-Part Section: Pivot! This is Not the Retirement I Planned for
Travel Fitness at 50+ Flip Cover Section
Ad Close 12/2/24

April/May

Health Special Section

Health Your Body in Your 50s/60s/70s
Money Lisa Lee Freeman's Big Shopping Adventure
Travel Nature Without Camping
Ad Close 2/6/25

June/July

Health Chronic Pain and Your Brain
 Teeth: The Ultimate Guide
Money "F" Is for Finances
Travel Take a "Coolcation"
Ad Close 4/7/25

August/September

Health Energy – The Key to Staying Young
 Cook Your Way out of Pre-D
Money America's Retirement Crisis Is Your Problem Too
Travel My First Retirement Trip
Home One-Day Home Upgrades
Tech Annual Tech Guide Flip Cover Section
Ad Close 6/6/25

October/November

Health Special Section

Health Medical Breakthroughs 2025
Money How I Got Top Dollar for My Castoffs
Travel Good Eats
Ad Close 8/7/25

December/January '26

Health Hold Onto Your Senses (Hearing, Sight, etc.)
Money The 10 Commandments of Late-Life Divorce
Travel All Aboard!
Home Great Places to Live 2026
Ad Close 10/6/25* subject to change