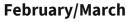
AARP The Magazine

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.



Money Special Section

Money Four-Part Section: Pivot! This is Not the

Retirement I Planned for

Fitness at 50+ Flip Cover Section Guide to Savvy Cruise Spending

Ad Close 12/2/24

April/May

Travel

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