

# Closing Dates 2025

Effective with the December 2024/January 2025 issue

## National

Issue	Ad Copy Clearance	Space/ Material	Inserts	Estimated In-home			
				50-59	60-69	70+	50+
Dec/Jan	9/30/24	10/7/24	9/23/24	11/23-12/11	12/10-12/25	12/27-1/29	11/23-1/29
Feb/Mar*	11/25/24	12/2/24	11/18/24	1/25-2/8	2/10-3/1	2/27-3/29	1/25-3/29
Apr/May*	1/31/25	2/6/25	1/24/25	3/25-4/7	4/8-4/26	4/24-5/22	3/25-5/22
Jun/July	3/31/25	4/7/25	3/24/25	5/27-6/7	6/9-6/28	6/27-7/26	5/27-7/26
Aug/Sept	5/30/25	6/6/25	5/23/25	7/28-8/9	8/11-8/30	8/27-9/25	7/28-9/25
Oct/Nov*	7/31/25	8/7/25	7/24/25	9/26-10/9	10/10-10/30	10/24-11/22	9/26-11/22

Cancellation date is space closing date. \*ShopIt Now Issue.

## Regional/RealDeals

Issue	Ad Copy Clearance	Space/ Material
Dec/Jan	9/23/24	9/30/24
Feb/Mar	11/18/24	11/25/24
Apr/May	1/24/25	1/31/25
Jun/July	3/24/25	3/31/25
Aug/Sept	5/23/25	5/30/25
Oct/Nov	7/24/25	7/31/25

Space close is one week prior to national space close

## AARP Select

Issue	Ad Copy Clearance	Space/ Material
Dec/Jan	9/16/24	9/23/24
Feb/Mar	11/11/24	11/18/24
Apr/May	1/17/25	1/24/25
Jun/July	3/14/25	3/24/25
Aug/Sept	5/16/25	5/23/25
Oct/Nov	7/17/25	7/24/25

Space close is two weeks prior to national space close