

AARP The Magazine

50+ Edition Rates 2025

Effective with the December 2024/January 2025 issue

National Rates
Rate Base 21,500,000

Unit	B/W	4 Color
Page	\$756,580	\$840,630
2/3	585,080	650,080
1/2	491,760	546,410
1/3	353,060	392,300
2nd Cover		1,008,760
3rd Cover		924,690
4th Cover		1,092,830

National Half-Circ
Rate Base 10,750,000

Page	\$423,740	\$470,810
2/3	327,680	364,090
1/2	275,420	306,030
1/3	197,740	219,710

Business Reply Card (Supplied)
Rate Base 21,500,000

Small Card		\$638,880
Large Card		681,330

Must be accompanied by full page of advertising

California
Rate Base 1,922,000

Page	\$116,091	\$128,990
1/2	75,459	83,844
1/3	54,176	60,195

Capital (DC, DE, MD, VA)
Rate Base 1,214,000

Page	\$72,648	\$80,720
1/2	47,221	52,468
1/3	33,902	37,669

East Central (IN, KY, OH, WV)
Rate Base 1,626,000

Unit	B/W	4 Color
Page	\$94,509	\$105,010
1/2	61,431	68,257
1/3	44,104	49,005

Florida
Rate Base 1,740,000

Page	\$105,093	\$116,770
1/2	68,310	75,901
1/3	49,043	54,493

Great Lakes (IL, MI, MN, MO, WI)
Rate Base 2,873,000

Page	\$148,959	\$165,510
1/2	96,823	107,582
1/3	69,514	77,238

Mid-Atlantic (NJ, NY, PA)
Rate Base 3,089,000

Page	\$160,164	\$177,960
1/2	104,107	115,674
1/3	74,743	83,048

New England (CT, MA, ME, NH, RI, VT)
Rate Base 1,123,000

Page	\$67,203	\$74,670
1/2	43,682	48,536
1/3	31,361	34,846

Pacific Northwest (AK, ID, OR, UT, WA)
Rate Base 1,075,000

Page	\$64,332	\$71,480
1/2	41,816	46,462
1/3	30,022	33,357

Pacific Southwest (AZ, CA, HI, NV)
Rate Base 2,754,000

Unit	B/W	4 Color
Page	\$150,624	\$167,360
1/2	97,906	108,784
1/3	70,291	78,101

Southeast (AL, FL, GA, MS, NC, SC, TN)
Rate Base 4,211,000

Page	\$218,340	\$242,600
1/2	141,921	157,690
1/3	101,892	113,213

Southwest (AR, LA, NM, OK, TX)
Rate Base 2,225,000

Page	\$129,321	\$143,690
1/2	84,059	93,399
1/3	60,350	67,055

Texas
Rate Base 1,461,000

Page	\$88,245	\$98,050
1/2	57,359	63,733
1/3	41,181	45,757

West Central (CO, IA, KS, MT, ND, NE, SD, WY)
Rate Base 1,056,000

Page	\$63,189	\$70,210
1/2	41,073	45,637
1/3	29,488	32,765

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50-59 Edition Rates 2025

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National Rates

Rate Base 4,000,000

Unit	B/W	4 Color
Page	\$186,100	\$206,770
2/3	143,910	159,900
1/2	120,960	134,400
1/3	86,840	96,490
2nd Cover		248,120
3rd Cover		227,450
4th Cover		268,800

National Half-Circ

Rate Base 2,000,000

Page	\$104,210	\$115,790
2/3	80,590	89,540
1/2	67,740	75,260
1/3	48,630	54,040

Business Reply Card (Supplied)

Rate Base 4,000,000

Small Card	\$157,150
Large Card	167,590

Must be accompanied by full page of advertising

California

Rate Base 373,000

Page	\$31,428	\$34,920
1/2	20,428	22,698
1/3	14,666	16,296

Capital (DC, DE, MD, VA)

Rate Base 236,000

Page	\$19,692	\$21,880
1/2	12,800	14,222
1/3	9,190	10,211

East Central (IN, KY, OH, WV)

Rate Base 275,000

Unit	B/W	4 Color
Page	\$22,284	\$24,760
1/2	14,485	16,094
1/3	10,399	11,555

Florida

Rate Base 334,000

Page	\$28,143	\$31,270
1/2	18,293	20,326
1/3	13,133	14,593

Great Lakes (IL, MI, MN, MO, WI)

Rate Base 495,000

Page	\$35,802	\$39,780
1/2	23,271	25,857
1/3	16,708	18,564

Mid-Atlantic (NJ, NY, PA)

Rate Base 524,000

Page	\$37,899	\$42,110
1/2	24,634	27,372
1/3	17,686	19,651

New England (CT, MA, ME, NH, RI, VT)

Rate Base 173,000

Page	\$14,436	\$16,040
1/2	9,383	10,426
1/3	6,737	7,485

Pacific Northwest (AK, ID, OR, UT, WA)

Rate Base 180,000

Page	\$15,021	\$16,690
1/2	9,764	10,849
1/3	7,010	7,789

Pacific Southwest (AZ, CA, HI, NV)

Rate Base 511,000

Unit	B/W	4 Color
Page	\$38,988	\$43,320
1/2	25,342	28,158
1/3	18,194	20,216

Southeast (AL, FL, GA, MS, NC, SC, TN)

Rate Base 880,000

Page	\$63,648	\$70,720
1/2	41,371	45,968
1/3	29,702	33,003

Southwest (AR, LA, NM, OK, TX)

Rate Base 522,000

Page	\$42,309	\$47,010
1/2	27,501	30,557
1/3	19,744	21,938

Texas

Rate Base 373,000

Page	\$31,428	\$34,920
1/2	20,428	22,698
1/3	14,666	16,296

West Central (CO, IA, KS, MT, ND, NE, SD, WY)

Rate Base 167,000

Page	\$13,932	\$15,480
1/2	9,056	10,062
1/3	6,502	7,224

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60-69 Edition Rates 2025

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National Rates

Rate Base 6,000,000

Unit	B/W	4 Color
Page	\$263,050	\$292,270
2/3	203,420	226,020
1/2	170,970	189,980
1/3	122,750	136,390
2nd Cover		350,720
3rd Cover		321,500
4th Cover		379,960

National Half-Circ

Rate Base 3,000,000

Page	\$147,320	\$163,690
2/3	113,930	126,590
1/2	95,760	106,400
1/3	68,750	76,390

Business Reply Card (Supplied)

Rate Base 6,000,000

Small Card	\$222,130
Large Card	236,880

Must be accompanied by full page of advertising

California

Rate Base 522,000

Page	\$41,652	\$46,280
1/2	27,074	30,082
1/3	19,438	21,597

Capital (DC, DE, MD, VA)

Rate Base 337,000

Page	\$26,631	\$29,590
1/2	17,310	19,234
1/3	12,428	13,809

East Central (IN, KY, OH, WV)

Rate Base 453,000

Unit	B/W	4 Color
Page	\$34,776	\$38,640
1/2	22,604	25,116
1/3	16,229	18,032

Florida

Rate Base 475,000

Page	\$37,899	\$42,110
1/2	24,634	27,372
1/3	17,686	19,651

Great Lakes (IL, MI, MN, MO, WI)

Rate Base 840,000

Page	\$57,546	\$63,940
1/2	37,405	41,561
1/3	26,855	29,839

Mid-Atlantic (NJ, NY, PA)

Rate Base 907,000

Page	\$62,136	\$69,040
1/2	40,388	44,876
1/3	28,997	32,219

New England (CT, MA, ME, NH, RI, VT)

Rate Base 307,000

Page	\$24,264	\$26,960
1/2	15,772	17,524
1/3	11,323	12,581

Pacific Northwest (AK, ID, OR, UT, WA)

Rate Base 271,000

Page	\$21,420	\$23,800
1/2	13,923	15,470
1/3	9,996	11,107

Pacific Southwest (AZ, CA, HI, NV)

Rate Base 743,000

Unit	B/W	4 Color
Page	\$53,694	\$59,660
1/2	34,901	38,779
1/3	25,057	27,841

Southeast (AL, FL, GA, MS, NC, SC, TN)

Rate Base 1,175,000

Page	\$80,496	\$89,440
1/2	52,322	58,136
1/3	37,565	41,739

Southwest (AR, LA, NM, OK, TX)

Rate Base 647,000

Page	\$49,671	\$55,190
1/2	32,286	35,874
1/3	23,180	25,755

Texas

Rate Base 426,000

Page	\$33,984	\$37,760
1/2	22,090	24,544
1/3	15,859	17,621

West Central (CO, IA, KS, MT, ND, NE, SD, WY)

Rate Base 294,000

Page	\$23,238	\$25,820
1/2	15,105	16,783
1/3	10,844	12,049

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70+ Edition Rates 2025

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National Rates

Rate Base 11,500,000

Unit	B/W	4 Color
Page	\$414,650	\$460,720
2/3	320,660	356,290
1/2	269,520	299,470
1/3	193,500	215,000
2nd Cover		552,860
3rd Cover		506,790
4th Cover		598,940

National Half-Circ

Rate Base 5,750,000

Page	\$232,210	\$258,010
2/3	179,570	199,530
1/2	150,930	167,710
1/3	108,360	120,410

Business Reply Card (Supplied)

Rate Base 11,500,000

Small Card	\$350,150
Large Card	373,410

Must be accompanied by full page of advertising

California

Rate Base 1,027,000

Page	\$69,930	\$77,700
1/2	45,455	50,505
1/3	32,634	36,260

Capital (DC, DE, MD, VA)

Rate Base 641,000

Page	\$43,245	\$48,050
1/2	28,109	31,233
1/3	20,181	22,423

East Central (IN, KY, OH, WV)

Rate Base 898,000

Unit	B/W	4 Color
Page	\$58,842	\$65,380
1/2	38,247	42,497
1/3	27,460	30,511

Florida

Rate Base 931,000

Page	\$63,396	\$70,440
1/2	41,207	45,786
1/3	29,585	32,872

Great Lakes (IL, MI, MN, MO, WI)

Rate Base 1,538,000

Page	\$89,901	\$99,890
1/2	58,436	64,929
1/3	41,954	46,615

Mid-Atlantic (NJ, NY, PA)

Rate Base 1,658,000

Page	\$96,921	\$107,690
1/2	62,999	69,999
1/3	45,230	50,255

New England (CT, MA, ME, NH, RI, VT)

Rate Base 643,000

Page	\$43,380	\$48,200
1/2	28,197	31,330
1/3	20,244	22,493

Pacific Northwest (AK, ID, OR, UT, WA)

Rate Base 624,000

Page	\$42,102	\$46,780
1/2	27,366	30,407
1/3	19,648	21,831

Pacific Southwest (AZ, CA, HI, NV)

Rate Base 1,500,000

Unit	B/W	4 Color
Page	\$92,520	\$102,800
1/2	60,138	66,820
1/3	43,176	47,973

Southeast (AL, FL, GA, MS, NC, SC, TN)

Rate Base 2,156,000

Page	\$126,027	\$140,030
1/2	81,918	91,020
1/3	58,813	65,347

Southwest (AR, LA, NM, OK, TX)

Rate Base 1,056,000

Page	\$69,201	\$76,890
1/2	44,981	49,979
1/3	32,294	35,882

Texas

Rate Base 662,000

Page	\$45,081	\$50,090
1/2	29,303	32,559
1/3	21,038	23,375

West Central (CO, IA, KS, MT, ND, NE, SD, WY)

Rate Base 595,000

Page	\$40,140	\$44,600
1/2	26,091	28,990
1/3	18,732	20,813

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National Rates

Rate Base 10,000,000

Unit	B/W	4 Color
Page	\$404,540	\$449,480
2/3	312,840	347,590
1/2	262,940	292,160
1/3	188,780	209,760
2nd Cover		539,380
3rd Cover		494,430
4th Cover		584,330

National Half-Circ

Rate Base 5,000,000

Page	\$226,570	\$251,740
2/3	175,210	194,680
1/2	147,270	163,630
1/3	105,730	117,480

Business Reply Card (Supplied)

Rate Base 10,000,000

Small Card	\$341,610
Large Card	364,300

Must be accompanied by full page of advertising

California

Rate Base 895,000

Page	\$65,466	\$72,740
1/2	42,553	47,281
1/3	30,551	33,945

Capital (DC, DE, MD, VA)

Rate Base 573,000

Page	\$41,508	\$46,120
1/2	26,980	29,978
1/3	19,370	21,523

East Central (IN, KY, OH, WV)

Rate Base 728,000

Unit	B/W	4 Color
Page	\$51,228	\$56,920
1/2	33,298	36,998
1/3	23,906	26,563

Florida

Rate Base 809,000

Page	\$59,175	\$65,750
1/2	38,464	42,738
1/3	27,615	30,683

Great Lakes (IL, MI, MN, MO, WI)

Rate Base 1,335,000

Page	\$83,826	\$93,140
1/2	54,487	60,541
1/3	39,119	43,465

Mid-Atlantic (NJ, NY, PA)

Rate Base 1,431,000

Page	\$89,856	\$99,840
1/2	58,406	64,896
1/3	41,933	46,592

New England (CT, MA, ME, NH, RI, VT)

Rate Base 480,000

Page	\$34,767	\$38,630
1/2	22,599	25,110
1/3	16,225	18,027

Pacific Northwest (AK, ID, OR, UT, WA)

Rate Base 451,000

Page	\$32,670	\$36,300
1/2	21,236	23,595
1/3	15,246	16,940

Pacific Southwest (AZ, CA, HI, NV)

Rate Base 1,254,000

Unit	B/W	4 Color
Page	\$83,052	\$92,280
1/2	53,984	59,982
1/3	38,758	43,064

Southeast (AL, FL, GA, MS, NC, SC, TN)

Rate Base 2,055,000

Page	\$129,042	\$143,380
1/2	83,877	93,197
1/3	60,220	66,911

Southwest (AR, LA, NM, OK, TX)

Rate Base 1,169,000

Page	\$82,251	\$91,390
1/2	53,463	59,404
1/3	38,384	42,649

Texas

Rate Base 799,000

Page	\$58,437	\$64,930
1/2	37,984	42,205
1/3	27,271	30,301

West Central (CO, IA, KS, MT, ND, NE, SD, WY)

Rate Base 461,000

Page	\$33,390	\$37,100
1/2	21,704	24,115
1/3	15,582	17,313

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National Rates

Rate Base 17,500,000

Unit	B/W	4 Color
Page	\$634,240	\$704,700
2/3	490,470	544,960
1/2	412,240	458,060
1/3	295,970	328,860
2nd Cover		845,640
3rd Cover		775,170
4th Cover		916,120

National Half-Circ

Rate Base 8,750,000

Page	\$355,240	\$394,700
2/3	274,710	305,230
1/2	230,900	256,560
1/3	165,770	184,200

Business Reply Card (Supplied)

Rate Base 17,500,000

Small Card	\$535,580
Large Card	571,160

Must be accompanied by full page of advertising

California

Rate Base 1,549,000

Page	\$105,588	\$117,320
1/2	68,632	76,258
1/3	49,274	54,749

Capital (DC, DE, MD, VA)

Rate Base 978,000

Page	\$66,042	\$73,380
1/2	42,927	47,697
1/3	30,820	34,244

East Central (IN, KY, OH, WV)

Rate Base 1,351,000

Unit	B/W	4 Color
Page	\$88,605	\$98,450
1/2	57,593	63,993
1/3	41,349	45,943

Florida

Rate Base 1,406,000

Page	\$95,841	\$106,490
1/2	62,297	69,219
1/3	44,726	49,695

Great Lakes (IL, MI, MN, MO, WI)

Rate Base 2,378,000

Page	\$139,158	\$154,620
1/2	90,453	100,503
1/3	64,940	72,156

Mid-Atlantic (NJ, NY, PA)

Rate Base 2,565,000

Page	\$150,102	\$166,780
1/2	97,566	108,407
1/3	70,048	77,831

New England (CT, MA, ME, NH, RI, VT)

Rate Base 950,000

Page	\$64,152	\$71,280
1/2	41,699	46,332
1/3	29,938	33,264

Pacific Northwest (AK, ID, OR, UT, WA)

Rate Base 895,000

Page	\$60,435	\$67,150
1/2	39,283	43,648
1/3	28,203	31,337

Pacific Southwest (AZ, CA, HI, NV)

Rate Base 2,243,000

Unit	B/W	4 Color
Page	\$138,438	\$153,820
1/2	89,985	99,983
1/3	64,604	71,783

Southeast (AL, FL, GA, MS, NC, SC, TN)

Rate Base 3,331,000

Page	\$194,922	\$216,580
1/2	126,699	140,777
1/3	90,964	101,071

Southwest (AR, LA, NM, OK, TX)

Rate Base 1,703,000

Page	\$111,690	\$124,100
1/2	72,599	80,665
1/3	52,122	57,913

Texas

Rate Base 1,088,000

Page	\$74,169	\$82,410
1/2	48,210	53,567
1/3	34,612	38,458

West Central (CO, IA, KS, MT, ND, NE, SD, WY)

Rate Base 889,000

Page	\$60,030	\$66,700
1/2	39,020	43,355
1/3	28,014	31,127

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