

# AARP The Magazine

America's **most-read magazine** 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.



**AARP The Magazine**

**Editorial Calendar 2023**

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

**December/January '23**

<b>Health</b>	You vs. Your Bones 7 Warning Signs You're About to Gain Weight
<b>Money</b>	Good Money Habits You Might Be Overdoing
<b>Entertainment</b>	Movies For Grownups Awards
<b>Home/Tech</b>	Life Made Easier! 2023 Edition
<b>Nostalgia</b>	In Their Words
<b>Ad Close</b>	<b>10/7/22</b>

**February/March**

<b>Money Special Section</b>	
<b>Money</b>	Cash Smart in Your 50s/60s/70s
<b>Health</b>	Stress in Your Second Half 8 Worst Habits for Your Blood Pressure How to Pick Healthy Chocolate
<b>Travel</b>	The Return of the Cruise Vacation
<b>Ad Close</b>	<b>12/1/22</b>

**April/May**

<b>Health Special Section</b>	
<b>Health</b>	Your Body in Your 50s/60s/70s
<b>Money</b>	How to Mess Up Your Credit Score
<b>Travel</b>	Big Crowd Getaways
<b>Fraud</b>	Family Loot: A Medicare Crime Story
<b>Ad Close</b>	<b>2/8/23</b>

**June/July**

<b>Health/Food</b>	What's in YOUR Shopping Cart?
<b>Health</b>	Daily Habits That Sap Your Strength
<b>Money</b>	How Well Do You Know Your Money?
<b>Nostalgia</b>	1973: A Very Good Year
<b>Ad Close</b>	<b>4/7/23</b>

**August/September**

<b>Home/ Real Estate Special Section</b>	
<b>Home</b>	Total Home Refreshes
<b>Health /Fitness</b>	Work Out Like a Rock Star
<b>Travel/America</b>	My Special Place
<b>Caregiving</b>	Who Will Care for Grown Children with Disabilities?
<b>Ad Close</b>	<b>6/8/23</b>

**October/November**

<b>Health Special Section</b>	
<b>Health</b>	Medical Breakthroughs 2023
<b>Travel</b>	Travel by Rail: Take the Vay-Train
<b>Ad Close</b>	<b>8/8/23</b>

**December/January '24**

<b>Health</b>	Can You Have Your Best Sex in Your 50s/60s/70s?
<b>Tech</b>	Life Made Easier, 2024 Edition
<b>Ad Close</b>	<b>10/6/23</b>

**AARP The Magazine**

# Demographic Targeted Editions

AARP The magazine provides advertisers with six different ways to target adults in their 50s, 60s and 70s. Each edition features editorial content tailored to the specific audience's unique and evolving life stage, creating a relevant contextual environment. This allows advertisers to be able

## Core Demographic Editions

### 50-59 Edition

**Rate Base** 4 million  
**Audience** 10,592,000  
**Male/Female** 43%/57%  
**Any College** 63%  
**Median HHI** \$91,032  
**Homeowners** 68%  
**Median Age** 53

### 60-69 Edition

**Rate Base** 6.75 million  
**Audience** 12,851,000  
**Male/Female** 40%/60%  
**Any College** 71%  
**Median HHI** \$80,840  
**Homeowners** 85%  
**Median Age** 66

### 70+ Edition

**Rate Base** 11.25 million  
**Audience** 15,293,000  
**Male/Female** 43%/57%  
**Any College** 70%  
**Median HHI** \$69,227  
**Homeowners** 86%  
**Median Age** 75

## Extended Demographic Reach

Maximize visibility by advertising across multiple demographic editions of AARP The Magazine.

### 50+ Full Run

**Editions** 50-59, 60-69, 70+  
**Rate Base** 22 million  
**Audience** 38,736,000  
**Male/Female** 42%/58%  
**Any College** 68%  
**Median HHI** \$77,417  
**Homeowners** 81%  
**Median Age** 67

### 60+ Edition

**Editions** 60-69, 70+  
**Rate Base** 18 million  
**Audience** 28,143,000  
**Male/Female** 42%/58%  
**Any College** 70%  
**Median HHI** \$73,740  
**Homeowners** 85%  
**Median Age** 71

### 50-69 Edition

**Editions** 50-59, 60-69  
**Rate Base** 10.75 million  
**Audience** 23,443,000  
**Male/Female** 41%/59%  
**Any College** 67%  
**Median HHI** \$85,000  
**Homeowners** 77%  
**Median Age** 61



# Advertising List

## Apparel/Accessories/ Beauty

Better Not Younger  
Dream Products  
Easy Spirit  
Gravity Defyer  
Hitchcock Shoes  
Skechers Footwear  
Stauer

## Auto

Budget Rent a Car  
ExxonMobil  
WeatherTech

## Collectibles

Bradford Exchange  
GovMint  
Littleton Coin Company

## Consumer Electronics/ Services

Affinity Cellular  
AT&T Wireless  
CaptionCall  
Consumer Cellular  
Maxsip Telecom  
MyLight  
Norton LifeLock Identity Theft  
TV Ears  
Zvox Audio

## Entertainment

Game Show Network  
The Sea Eagle Company

## Financial

Barclays Bank  
Fisher Investments  
Marcus by Goldman Sachs

## Food/Beverages

Denny's  
Dundee Citrus  
Heart to Home Meals  
Home Chef  
NakedWines.com  
Perdue Farms  
Pom Wonderful

## Health/Wellness

Alcon Labs  
PanOptix  
Systane  
Bausch & Lomb  
Soothe  
Beltone  
Best Buy Health  
BetterHelp.com  
Bioderm  
Bonro Medical  
CalHOPE  
Cochlear Americas  
EyeMed Vision Care

GSK Voltaren  
Health & Human Services  
Inogen One  
Journey Health & Lifestyle  
Life Alert  
Magni Company  
Medical Guardian  
MobileHelp  
Oak Street Health  
Procter & Gamble  
Align  
Always Discreet  
Metamucil  
Nervive  
Ultra ZzzQuil  
Vicks NyQuil High Blood  
Pressure  
Vicks Vapor Rub  
Similasan  
Texas Center for Proton  
Therapy  
Texas Oncology  
WaterWipes  
Wise Consumer Products

## Home/Building

3 Day Blinds  
Acorn Stairlift  
American Standard  
Berger's Table Pad Factory  
Dr. JimZ  
DR Power Equipment  
Generac Power Systems

Kohler  
Lowe's  
Renewal by Andersen  
Safe Step Walk-In Tub  
Stiltz Homelifts

## Insurance

Blueprint Income  
The Centers for Medicare &  
Medicaid Services  
The Hartford  
Mutual of Omaha  
New York Life  
Physicians Mutual Dental  
Insurance  
UnitedHealthcare

## Miscellaneous

A.B. Data LTD  
Community Service Society  
of New York  
DealDash  
Encore  
Instant Publisher  
NymbL Science  
Spinlife

## Real Estate

Cal-Am Properties  
Cartus Realogy  
Erickson Senior Living  
The Relocation Center

## Retail

Walgreens

## Travel

Alaska Railroad  
American Cruise Line  
American Queen Voyages  
Arkansas State Parks  
Choctaw Casinos & Resorts  
City of Laredo CVB  
Colorado Springs CVB  
Expedia  
Fredericksburg CVB  
Go RVing  
Grand European Travel  
Gray Alaska Line  
Hurtigruten  
National World War II Museum  
New York State Tourism  
North Dakota Dept of  
Commerce  
Norwegian Cruise Lines  
Oceania Cruises  
Regent Seven Seas  
Red River New Mexico  
South Dakota Tourism  
South Padre Island CVB  
St Lawrence Cruise Lines  
State of AK/DCCED  
Visit Anchorage  
West Volusia Tourism

# Closing/In-Home Dates 2023

Effective with the December 2022/January 2023 issue

## National

Issue	Ad Copy Clearance	Space/ Material	Inserts	Estimated In-home			
				50-59	60-69	70+	50+
Dec/Jan	9/30/22	10/7/22	9/23/22	11/26-12/9	12/9-12/29	12/30-1/30	11/26-1/30
Feb/Mar*	11/23/22	12/1/22	11/17/22	1/27-2/11	2/8-3/1	2/28-3/28	1/27-3/28
Apr/May*	2/1/23	2/8/23	1/25/23	3/25-4/10	4/8-4/29	4/28-5/25	3/25-5/25
Jun/July	3/31/23	4/7/23	3/24/23	5/24-6/7	6/7-6/28	6/27-7/26	5/24-7/26
Aug/Sept	6/1/23	6/8/23	5/25/23	7/28-8/12	8/9-8/30	8/29-9/27	7/28-9/27
Oct/Nov*	8/1/23	8/8/23	7/25/23	9/25-10/9	10/6-10/26	10/25-11/22	9/25-11/22

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

## Regional/RealDeals

Issue	Ad Copy Clearance	Space/ Material
Dec/Jan	9/23/22	9/30/22
Feb/Mar	11/17/22	11/23/22
Apr/May	1/25/23	2/1/23
Jun/July	3/24/23	3/31/23
Aug/Sept	5/25/23	6/1/23
Oct/Nov	7/25/23	8/1/23

Space close is one week prior to national space close

## AARP Select

Issue	Ad Copy Clearance	Space/ Material
Dec/Jan	9/16/22	9/23/22
Feb/Mar	11/10/22	11/17/22
Apr/May	1/18/23	1/25/23
Jun/July	3/17/23	3/24/23
Aug/Sept	5/18/23	5/25/23
Oct/Nov	7/18/23	7/25/23

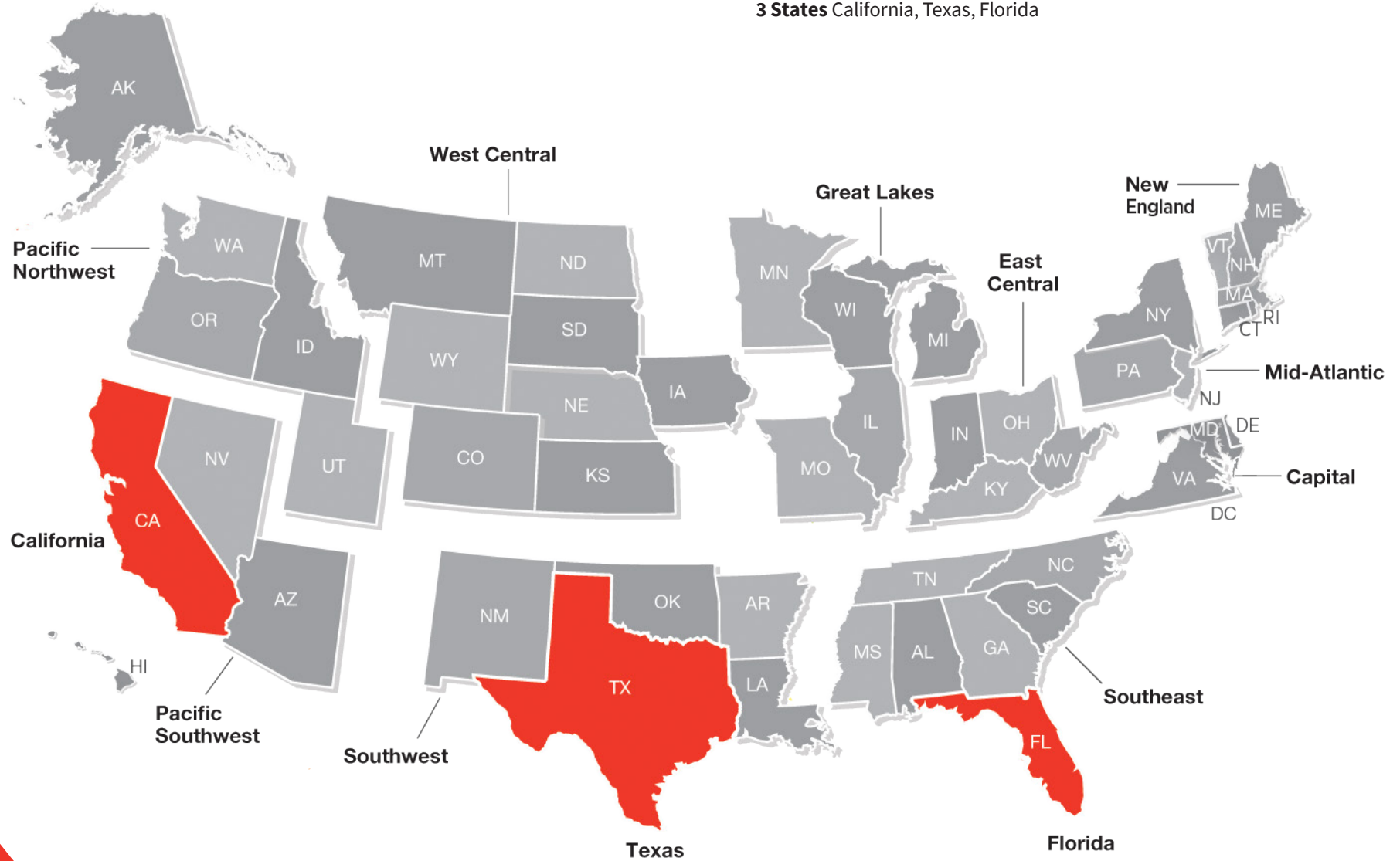
Space close is two weeks prior to national space close

# Regional Map 2023

## Geographic Targeting

**10 Regions** Pacific Northwest, Pacific Southwest, West Central, Southwest, Great Lakes, East Central, Southeast, New England, Mid-Atlantic, Capital

**3 States** California, Texas, Florida



# 50+ Edition Rates 2023

Effective with the December 2022/January 2023 issue

## National Rates

Rate Base 22,000,000

Unit	B/W	4 Color
Page	\$715,840	\$795,360
2/3	553,570	615,070
1/2	465,280	516,980
1/3	334,050	371,170
2nd Cover		954,430
3rd Cover		874,900
4th Cover		1,033,980

## National Half-Circ

Rate Base 11,000,000

Page	\$400,920	\$445,460
2/3	310,040	344,480
1/2	260,590	289,550
1/3	187,090	207,880

## Business Reply Card (Supplied)

Rate Base 22,000,000

Small Card		\$604,480
Large Card		644,640

Must be accompanied by full page of advertising

## California

Rate Base 1,886,700

Page	\$105,381	\$117,090
1/2	68,498	76,109
1/3	49,178	54,642

## Capital (DC, DE, MD, VA)

Rate Base 1,248,800

Page	\$69,102	\$76,780
1/2	44,916	49,907
1/3	32,248	35,831

## East Central (IN, KY, OH, WV)

Rate Base 1,672,600

Unit	B/W	4 Color
Page	\$89,883	\$99,870
1/2	58,424	64,916
1/3	41,945	46,606

## Florida

Rate Base 1,680,000

Page	\$93,834	\$104,260
1/2	60,992	67,769
1/3	43,789	48,655

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

Rate Base 2,882,600

Page	\$138,204	\$153,560
1/2	89,833	99,814
1/3	64,495	71,661

## Mid-Atlantic (NJ, NY, PA)

Rate Base 3,088,500

Page	\$148,068	\$164,520
1/2	96,244	106,938
1/3	69,098	76,776

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

Rate Base 1,167,700

Page	\$64,611	\$71,790
1/2	41,997	46,664
1/3	30,152	33,502

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

Rate Base 1,101,300

Page	\$60,939	\$67,710
1/2	39,610	44,012
1/3	28,438	31,598

## Pacific Southwest (AZ, CA, HI, NV)

Rate Base 2,709,500

Unit	B/W	4 Color
Page	\$137,025	\$152,250
1/2	89,066	98,963
1/3	63,945	71,050

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

Rate Base 4,087,500

Page	\$195,966	\$217,740
1/2	127,378	141,531
1/3	91,451	101,612

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

Rate Base 2,146,700

Page	\$115,362	\$128,180
1/2	74,985	83,317
1/3	53,836	59,817

## Texas

Rate Base 1,378,600

Page	\$77,004	\$85,560
1/2	50,053	55,614
1/3	35,935	39,928

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

Rate Base 1,072,000

Page	\$59,319	\$65,910
1/2	38,557	42,842
1/3	27,682	30,758

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# 50-59 Edition Rates 2023

Effective with the December 2022/January 2023 issue



## National Rates

Rate Base 4,000,000

Unit	B/W	4 Color
Page	\$172,070	\$191,190
2/3	133,070	147,850
1/2	111,840	124,270
1/3	80,300	89,220
2nd Cover		229,430
3rd Cover		210,310
4th Cover		248,550

## National Half-Circ

Rate Base 2,000,000

Page	\$96,360	\$107,070
2/3	74,520	82,800
1/2	62,630	69,600
1/3	44,970	49,970

## Business Reply Card (Supplied)

Rate Base 4,000,000

Small Card		\$145,310
Large Card		154,960

Must be accompanied by full page of advertising

## California

Rate Base 350,300

Page	\$27,288	\$30,320
1/2	17,737	19,708
1/3	12,734	14,149

## Capital (DC, DE, MD, VA)

Rate Base 245,700

Page	\$18,954	\$21,060
1/2	12,320	13,689
1/3	8,845	9,828

## East Central (IN, KY, OH, WV)

Rate Base 282,900

Unit	B/W	4 Color
Page	\$21,204	\$23,560
1/2	13,783	15,314
1/3	9,895	10,995

## Florida

Rate Base 291,000

Page	\$22,671	\$25,190
1/2	14,736	16,374
1/3	10,580	11,755

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

Rate Base 498,000

Page	\$33,300	\$37,000
1/2	21,645	24,050
1/3	15,540	17,267

## Mid-Atlantic (NJ, NY, PA)

Rate Base 535,000

Page	\$35,775	\$39,750
1/2	23,254	25,838
1/3	16,695	18,550

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

Rate Base 183,800

Page	\$14,184	\$15,760
1/2	9,220	10,244
1/3	6,619	7,355

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

Rate Base 177,000

Page	\$13,653	\$15,170
1/2	8,874	9,861
1/3	6,371	7,079

## Pacific Southwest (AZ, CA, HI, NV)

Rate Base 483,600

Unit	B/W	4 Color
Page	\$34,110	\$37,900
1/2	22,172	24,635
1/3	15,918	17,687

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

Rate Base 802,800

Page	\$53,685	\$59,650
1/2	34,895	38,773
1/3	25,053	27,837

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

Rate Base 449,400

Page	\$33,678	\$37,420
1/2	21,891	24,323
1/3	15,716	17,463

## Texas

Rate Base 306,500

Page	\$23,877	\$26,530
1/2	15,520	17,245
1/3	11,143	12,381

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

Rate Base 172,000

Page	\$13,275	\$14,750
1/2	8,629	9,588
1/3	6,195	6,883

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# 60-69 Edition Rates 2023

Effective with the December 2022/January 2023 issue



## National Rates

Rate Base 6,750,000

Unit	B/W	4 Color
Page	\$273,630	\$304,030
2/3	211,600	235,110
1/2	177,850	197,620
1/3	127,690	141,880
2nd Cover		364,840
3rd Cover		334,430
4th Cover		395,240

## National Half-Circ

Rate Base 3,375,000

Page	\$153,250	\$170,270
2/3	118,510	131,670
1/2	99,610	110,680
1/3	71,510	79,460

## Business Reply Card (Supplied)

Rate Base 6,750,000

Small Card		\$231,060
Large Card		246,420

Must be accompanied by full page of advertising

## California

Rate Base 516,900

Page	\$38,133	\$42,370
1/2	24,786	27,541
1/3	17,795	19,773

## Capital (DC, DE, MD, VA)

Rate Base 371,600

Page	\$27,153	\$30,170
1/2	17,649	19,611
1/3	12,671	14,079

## East Central (IN, KY, OH, WV)

Rate Base 490,600

Unit	B/W	4 Color
Page	\$34,830	\$38,700
1/2	22,640	25,155
1/3	16,254	18,060

## Florida

Rate Base 466,200

Page	\$34,389	\$38,210
1/2	22,353	24,837
1/3	16,048	17,831

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

Rate Base 885,600

Page	\$56,097	\$62,330
1/2	36,463	40,515
1/3	26,179	29,087

## Mid-Atlantic (NJ, NY, PA)

Rate Base 921,600

Page	\$58,374	\$64,860
1/2	37,943	42,159
1/3	27,241	30,268

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

Rate Base 361,700

Page	\$26,433	\$29,370
1/2	17,181	19,091
1/3	12,335	13,706

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

Rate Base 312,600

Page	\$22,842	\$25,380
1/2	14,847	16,497
1/3	10,660	11,844

## Pacific Southwest (AZ, CA, HI, NV)

Rate Base 752,700

Unit	B/W	4 Color
Page	\$50,292	\$55,880
1/2	32,690	36,322
1/3	23,470	26,077

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

Rate Base 1,162,800

Page	\$73,656	\$81,840
1/2	47,876	53,196
1/3	34,373	38,192

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

Rate Base 656,800

Page	\$46,629	\$51,810
1/2	30,309	33,677
1/3	21,760	24,178

## Texas

Rate Base 433,400

Page	\$31,977	\$35,530
1/2	20,785	23,095
1/3	14,923	16,581

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

Rate Base 337,400

Page	\$24,651	\$27,390
1/2	16,023	17,804
1/3	11,504	12,782

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# 70+ Edition Rates 2023

Effective with the December 2022/January 2023 issue

## National Rates

Rate Base 11,250,000

Unit	B/W	4 Color
Page	\$375,070	\$416,740
2/3	290,050	322,270
1/2	243,790	270,880
1/3	175,030	194,480
2nd Cover		500,090
3rd Cover		458,410
4th Cover		541,770

## National Half-Circ

Rate Base 5,625,000

Page	\$210,050	\$233,380
2/3	162,430	180,480
1/2	136,520	151,700
1/3	98,020	108,910

## Business Reply Card (Supplied)

Rate Base 11,250,000

Small Card		\$316,720
Large Card		337,770

Must be accompanied by full page of advertising

## California

Rate Base 1,019,500

Page	\$64,188	\$71,320
1/2	41,722	46,358
1/3	29,954	33,283

## Capital (DC, DE, MD, VA)

Rate Base 631,500

Page	\$39,393	\$43,770
1/2	25,605	28,451
1/3	18,383	20,426

## East Central (IN, KY, OH, WV)

Rate Base 899,100

Unit	B/W	4 Color
Page	\$54,477	\$60,530
1/2	35,410	39,345
1/3	25,423	28,247

## Florida

Rate Base 922,800

Page	\$58,104	\$64,560
1/2	37,768	41,964
1/3	27,115	30,128

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

Rate Base 1,499,000

Page	\$81,027	\$90,030
1/2	52,668	58,520
1/3	37,813	42,014

## Mid-Atlantic (NJ, NY, PA)

Rate Base 1,631,900

Page	\$88,209	\$98,010
1/2	57,336	63,707
1/3	41,164	45,738

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

Rate Base 622,200

Page	\$38,808	\$43,120
1/2	25,225	28,028
1/3	18,110	20,123

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

Rate Base 611,700

Page	\$38,160	\$42,400
1/2	24,804	27,560
1/3	17,808	19,787

## Pacific Southwest (AZ, CA, HI, NV)

Rate Base 1,473,200

Unit	B/W	4 Color
Page	\$84,006	\$93,340
1/2	54,604	60,671
1/3	39,203	43,559

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

Rate Base 2,121,900

Page	\$114,696	\$127,440
1/2	74,552	82,836
1/3	53,525	59,472

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

Rate Base 1,040,500

Page	\$63,045	\$70,050
1/2	40,979	45,533
1/3	29,421	32,690

## Texas

Rate Base 638,700

Page	\$40,212	\$44,680
1/2	26,138	29,042
1/3	18,766	20,851

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

Rate Base 562,600

Page	\$35,091	\$38,990
1/2	22,809	25,344
1/3	16,376	18,195

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# 50-69 Edition Rates 2023

Effective with the December 2022/January 2023 issue



## National Rates

Rate Base 10,750,000

Unit	B/W	4 Color
Page	\$402,580	\$447,300
2/3	311,320	345,910
1/2	261,670	290,750
1/3	187,870	208,740
2nd Cover		536,760
3rd Cover		492,030
4th Cover		581,500

## National Half-Circ

Rate Base 5,375,000

Page	\$225,470	\$250,520
2/3	174,360	193,730
1/2	146,550	162,840
1/3	105,220	116,910

## Business Reply Card (Supplied)

Rate Base 10,750,000

Small Card		\$339,950
Large Card		362,540

Must be accompanied by full page of advertising

## California

Rate Base 867,200

Page	\$58,644	\$65,160
1/2	38,119	42,354
1/3	27,367	30,408

## Capital (DC, DE, MD, VA)

Rate Base 617,300

Page	\$41,346	\$45,940
1/2	26,875	29,861
1/3	19,295	21,439

## East Central (IN, KY, OH, WV)

Rate Base 773,500

Unit	B/W	4 Color
Page	\$50,328	\$55,920
1/2	32,713	36,348
1/3	23,486	26,096

## Florida

Rate Base 757,200

Page	\$51,210	\$56,900
1/2	33,287	36,985
1/3	23,898	26,553

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

Rate Base 1,383,600

Page	\$80,334	\$89,260
1/2	52,217	58,019
1/3	37,489	41,655

## Mid-Atlantic (NJ, NY, PA)

Rate Base 1,456,600

Page	\$84,573	\$93,970
1/2	54,972	61,081
1/3	39,467	43,853

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

Rate Base 545,500

Page	\$36,540	\$40,600
1/2	23,751	26,390
1/3	17,052	18,947

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

Rate Base 489,600

Page	\$32,796	\$36,440
1/2	21,317	23,686
1/3	15,305	17,005

## Pacific Southwest (AZ, CA, HI, NV)

Rate Base 1,236,300

Unit	B/W	4 Color
Page	\$75,717	\$84,130
1/2	49,216	54,685
1/3	35,335	39,261

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

Rate Base 1,965,600

Page	\$114,120	\$126,800
1/2	74,178	82,420
1/3	53,256	59,173

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

Rate Base 1,106,200

Page	\$71,973	\$79,970
1/2	46,782	51,981
1/3	33,587	37,319

## Texas

Rate Base 739,900

Page	\$50,040	\$55,600
1/2	32,526	36,140
1/3	23,352	25,947

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

Rate Base 509,400

Page	\$34,119	\$37,910
1/2	22,177	24,642
1/3	15,922	17,691

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# 60+ Edition Rates 2023

Effective with the December 2022/January 2023 issue

## National Rates

Rate Base 18,000,000

Unit	B/W	4 Color
Page	\$603,200	\$670,210
2/3	466,470	518,290
1/2	392,070	435,640
1/3	281,490	312,770
2nd Cover		804,250
3rd Cover		737,230
4th Cover		871,280

## National Half-Circ

Rate Base 9,000,000

Page	\$337,850	\$375,380
2/3	261,260	290,290
1/2	219,590	244,000
1/3	157,660	175,180

## Business Reply Card (Supplied)

Rate Base 18,000,000

Small Card		\$509,360
Large Card		543,210

Must be accompanied by full page of advertising

## California

Rate Base 1,536,400

Page	\$96,831	\$107,590
1/2	62,940	69,934
1/3	45,188	50,209

## Capital (DC, DE, MD, VA)

Rate Base 1,003,100

Page	\$62,631	\$69,590
1/2	40,710	45,234
1/3	29,228	32,475

## East Central (IN, KY, OH, WV)

Rate Base 1,389,700

Unit	B/W	4 Color
Page	\$84,276	\$93,640
1/2	54,779	60,866
1/3	39,329	43,699

## Florida

Rate Base 1,389,000

Page	\$87,543	\$97,270
1/2	56,903	63,226
1/3	40,853	45,393

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

Rate Base 2,384,600

Page	\$129,024	\$143,360
1/2	83,866	93,184
1/3	60,211	66,901

## Mid-Atlantic (NJ, NY, PA)

Rate Base 2,553,500

Page	\$138,168	\$153,520
1/2	89,809	99,788
1/3	64,478	71,643

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

Rate Base 983,900

Page	\$61,425	\$68,250
1/2	39,926	44,363
1/3	28,665	31,850

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

Rate Base 924,300

Page	\$57,708	\$64,120
1/2	37,510	41,678
1/3	26,930	29,923

## Pacific Southwest (AZ, CA, HI, NV)

Rate Base 2,225,900

Unit	B/W	4 Color
Page	\$127,026	\$141,140
1/2	82,567	91,741
1/3	59,279	65,865

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

Rate Base 3,284,700

Page	\$177,732	\$197,480
1/2	115,526	128,362
1/3	82,942	92,157

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

Rate Base 1,697,300

Page	\$102,924	\$114,360
1/2	66,901	74,334
1/3	48,031	53,368

## Texas

Rate Base 1,072,100

Page	\$67,572	\$75,080
1/2	43,922	48,802
1/3	31,534	35,037

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

Rate Base 900,000

Page	\$56,187	\$62,430
1/2	36,522	40,580
1/3	26,221	29,134

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# RealDeals Rates and Dates 2023

Effective with the December 2022/January 2023 issue

## 50+ Edition

Rate Base 22,000,000

Line	B/W	4 Color
67 x 2	\$159,340	\$177,040
67	79,670	88,520
56	66,390	73,770
42	49,790	55,330
35 x 2 H*	82,980	92,220
35	41,490	46,110
28	33,200	36,880
21	24,900	27,660

## 50-59 Edition

Rate Base 4,000,000

Line	B/W	4 Color
67 x 2	\$32,840	\$36,500
67	16,420	18,250
56	13,690	15,210
42	10,270	11,410
35 x 2 H*	17,100	19,020
35	8,550	9,510
28	6,840	7,600
21	5,130	5,700

## 60-69 Edition

Rate Base 6,750,000

Line	B/W	4 Color
67 x 2	\$54,680	\$60,740
67	27,340	30,370
56	22,780	25,310
42	17,090	18,980
35 x 2 H*	28,480	31,640
35	14,240	15,820
28	11,390	12,660
21	8,540	9,490

## 70+ Edition

Rate Base 11,250,000

Line	B/W	4 Color
67 x 2	\$79,200	\$88,020
67	39,600	44,010
56	33,080	36,760
42	24,810	27,570
35 x 2 H*	41,360	45,960
35	20,680	22,980
28	16,540	18,380
21	12,410	13,790

## 50-69 Edition

Rate Base 10,750,000

Line	B/W	4 Color
67 x 2	\$82,840	\$92,040
67	41,420	46,020
56	34,520	38,350
42	25,890	28,760
35 x 2 H*	43,140	47,940
35	21,570	23,970
28	17,260	19,180
21	12,940	14,380

## 60+ Edition

Rate Base 18,000,000

Line	B/W	4 Color
67 x 2	\$132,980	\$147,760
67	66,490	73,880
56	55,410	61,570
42	41,560	46,180
35 x 2 H*	69,260	76,960
35	34,630	38,480
28	27,710	30,780
21	20,780	23,090

## Frequency Discounts

Issues	2X	3X	4X	5X	6X
Discount	3%	5%	7%	9%	11%

## Closing Dates

Issue	Ad Copy Clearance	Space/ Material
Dec/Jan	9/23/22	9/30/22
Feb/Mar	11/17/22	11/23/22
Apr/May	1/25/23	2/1/23
Jun/July	3/24/23	3/31/23
Aug/Sept	5/25/23	6/1/23
Oct/Nov	7/25/23	8/1/23

Space close is one week prior to national space close

## Creative Specifications

Line	Dimensions
67 x 2	4.625" W x 4.8125" H
67	2.25 x 4.8125
56	2.25 x 4
42	2.25 x 3
35 x 2 H*	4.625 x 2.5
35	2.25 x 2.5
28	2.25 x 2
21	2.25 x 1.5

\*35 x 2 H only available as horizontal unit.

All ads must run with rule lines around them. Any copy received without rule lines will be returned to advertiser to add them.

All requirements for digital files and proofs are the same as for display ads except that a .5 pt. rule must be used on all boxed ads for RealDeals ads. A 600 dpi laser proof of the file is the minimum acceptable proof for type and line work ads only.

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# Business Reply Card (BRC) Rates and Dates 2023

Effective with the December 2022/January 2023 issue

## 50+ Edition

Rate Base 22,000,000

Unit	4 Color
Small Card	\$604,480
Large Card	644,640

## 50-59 Edition

Rate Base 4,000,000

Small Card	\$145,310
Large Card	154,960

## 60-69 Edition

Rate Base 6,750,000

Small Card	\$231,060
Large Card	246,420

## 70+ Edition

Rate Base 11,250,000

Small Card	\$316,720
Large Card	337,770

## 50-69 Edition

Rate Base 10,750,000

Small Card	\$339,950
Large Card	362,540

## 60+ Edition

Rate Base 18,000,000

Small Card	\$509,360
Large Card	543,210

Must be accompanied by full page of advertising.

## Closing Dates

Issue	Space/Ad Copy Clearance
Dec/Jan	9/23/22
Feb/Mar*	11/17/22
Apr/May*	1/25/23
Jun/Jul	3/24/23
Aug/Sep	5/25/23
Oct/Nov*	7/25/23

Cancellation date is space closing date.

\*ShopIt Now Issue

BRC reservations must be confirmed in writing two weeks prior to national space closing date.

Paper is in short supply. If you want us to print your insert, you should provide as much notice as possible to secure paper. Once your order is placed, we cannot cancel the paper order.

All rates are gross. All advertising orders are accepted subject to AARP's Advertising Terms and Conditions, which can be found at [advertise.aarp.org](http://advertise.aarp.org).

Not available for test markets. Prices are based on standard stock (75# Hi-Bulk) and sizes (small: 6" x 4.25"; large: 6" x 6"). All cards that are different sizes and stocks will automatically incur additional costs to be determined at time of review by Production. All prices are estimates pending final review upon receipt of materials due two weeks prior to national close date. All BRCs that are deemed "special units," such as envelopes, etc., will incur additional costs.

## BRC Creative Specifications

### Flat and Folded Cards

Unit	Dimensions
Small Card	6" W x 4.375" H*
Large Card	6 x 6.125*

\*Includes .125" foot trim for folded cards. Keep live area .25" from foot trim.

Publication is saddle stitched. All cards must run with a partner (lo folio/hi folio) and be reviewed and approved by Production to ensure compliance with bindery specifications.

Copy and content of all BRCs and insert cards must be submitted to Ad Policies for review at the time of the BRCs space closing date.

We prefer insert cards to be supplied on paper that is certified by a recognized organization such as SFI, PEFC, or FSC.