

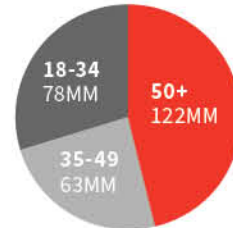
Don't Underestimate the Power of 50+

50+ is the dominant demographic

Spending Power to Live Their Best Lives

- They control **53% of all consumer expenditures** annually
- **\$458B** more than 18-49

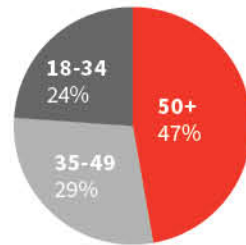
Scale to Build Your Business



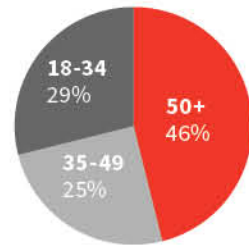
50+ is the backbone of domestic travel

Travel has always been their priority. No surprise they're leading the charge post-pandemic.

Domestic Travel Expenditures Share of Market



of Domestic Travel Intenders Share of Market



AARP members are the domestic travel driving force

In the past year, they accounted for:

- 1 out of every 3 domestic travel expenditures made by 50+ – **that's \$42B**
- 1 in 3 domestic hotel nights stayed by 50+ – **that's 130MM nights**



AARP members are unstoppable

- AARP members are responsible for **38% of the domestic traveler market growth** since the beginning of the pandemic



AARP members are always ready to travel

- Winter 23% ■ Spring 34% ■ Summer 33% ■ Fall 25%



Opportunity awaits for Florida

The most critical market segment for tourism in the Sunshine State is adults 50+

Over the past decade, 50+ has been the **fastest growing demographic** of Florida visitors.

Florida is the #1 destination visited by AARP members

29% more than #2 (Carolinas) and 73% more than #3 (California).

AARP offers Florida more potential visitors than ever: 11MM+

- Nearly **1 in 3 AARP members** plan on visiting Florida in the next year
- **1 in 2 living in Florida** will vacation in the state



Scan to Explore Our Media Network

Learn more, visit advertise.aarp.org

AARP Media Advertising Network is the one way to reach adults 50+

- **America's #1 and #2** largest circulation publications
- **A decade of digital growth** driven by skyrocketing digital adoption
- **Award-winning** newsletters targeting niche audiences and passion points

AARP The Magazine



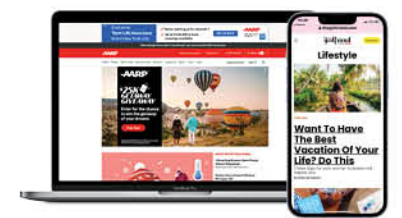
38.7MM Readers

AARP Bulletin



32.6MM Readers

AARP.org



21MM Average Monthly UVs

The ultimate benefits to advertisers

- **91% of AARP members** trust AARP media more than other media
- **89% of AARP members** are more likely to trust the products and services that are advertised in AARP media than other media
- **3X higher time spent** on AARP.org than competitive sites
- 6 in 10 members **read 4 out of 4 issues** of AARP The Magazine... that's 58% higher than the average of top 10 reach magazines



Advertising opportunities to grow your travel business

- Regionally targeted opportunities
- Multi-channel contextual alignments
- Affordable custom content programs
- First-party data travel segments
- Travel newsletter sponsorship
- Facebook, YouTube, CTV