

AARP Media Advertising Network

The **most expansive** Network of media channels that **surround and engage members** wherever they are in their 50+ journey, generating **150MM monthly impressions**.

IN HOME

Core Print



AARP The Magazine

- 6X/year
- 38.6 MM readers
- Age and geo targeting
- Custom content



AARP Bulletin

- 6X/year
- 33.3MM readers
- Custom content

Special Publications



Member Benefits Discovery Guide

- Annual and Provider-only
- Year-long distribution to 2MM new and *uber* members



Medicare Made Easy

- Annual publication
- Year-long distribution to 3MM members 64-69



Direct Mail

AARP Provider Packet

- Provider only
- Distributed via Welcome Kit
- New and renewing member targeting, plus demo targets



DIGITAL

Core Web



AARP.org

- 24.3MM average monthly UVs
- 1st-party data audience targeting
- Contextual targeting
- Video
- Games immersion opportunities

App



Now App

- 1.1MM average monthly authenticated users
- Display, native & custom ads

Custom Content Programs



BrandAmp by AARP

- Native custom content program
- Guaranteed PVs + display



AARP Rewards

- AARP's loyalty program sponsorship opportunities
- 5.2MM registered users and 2.5MM newsletter subs

Newsletters/Email

	List Size
Your Health	1.1MM
Travel	1.2MM
Lifestyle	590K
Money Matters	1.2MM
★ AARP Rewards Monthly Statement	3.2MM
the girlfriend FROM AARP	362K
THE GIREL FROM AARP	420K
Sisters FROM AARP	387K
🔥 HOT DEALS	850K
Dedicated Email	8MM
Member Benefit Update	11.6MM
Web letter	11.3MM

AARP Audience 1st Extension

Uses 1st-party data to target up to 35MM members across these third-party platforms:



Audience Display Network

- Target by audience and/or contextually
- Right Time Targeting
- Display and video



Facebook

- Primarily on mobile
- Video and display ads



YouTube

- Target by audience and/or contextually
- Video and display ads



CTV

- Target by audience
- Option for video overlay with CTAs



Audio – COMING IN 2026

- Target by audience
- Across various audio platforms (i.e. podcasts, streaming radio and music)