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**.

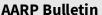
IN HOME

Core Print



AARP The Magazine

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



- 6X/vear
- 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

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

Core Web



AARP.org

- 24.3 MM 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

DIGITAL

Newsletters/Email

List Size
1.1MM
1.2MM
590K
1.2MM
3.2MM
362K
420K
387K
850K
8MM
11.6MM

Webletter

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



Face book

- Primarily on mobile
- Video and display ads



YouTube

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



- Target by audience
- Option for video overlay with CTAs



11.3MM

Audio – COMING IN 2026

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

