

2018 Media Kit

AARP DIGITAL

AARP Digital is a portfolio of assets, anchored by AARP.org, featuring premium content that includes video, tools and interactive experiences targeted to a highly engaged 50+ audience. We deliver high-impact advertising opportunities across all devices at the right time and right place to provide optimal performance for a growing roster of advertisers.

Delivers Peak Performance

1

Site Vitality*

Delivering 1.5 billion annual impressions through 12.9 million monthly UVs, 104 million monthly PVs and 8 PVs per UV. Mobile phone drives 42% of users.

2

Premium Content

Exclusive to 50+ life stage, focused on health, finance & travel and delivered across multiple platforms (newsletters, mobile and social media).



3

High Engagement**

Double the minutes per visitor than Forbes, Reader's Digest, National Geographic or WebMD.

5

Performance Enhancing Products & Platforms

AARP Now mobile app, Hot Deals transactional programs, BrandAmp by AARP native, Audience Select custom targeting.

4

ROI Generator

AARP.org's average CTR is an impressive .13-.32% for directly sold inventory—up to 5X higher than most vertical sites*** (average .07% CTR).

SOURCE *Omniure Jan-Jun 2018 average; **comScore Jan-Jun 2018 average; ***DoubleClick Jan-Jun 2018, April 2017 industry benchmark

AARP.ORG

Audience Demographics

Not all 50+ visitors are alike. AARP reaches a digitally-savvy, dual audience that's more inclined to seek product solutions online for everything from health and finance to travel, automotive, consumer electronics and more. In fact, 8 in 10 AARP.org visitors will make an online purchase in the next 30 days.



Audience

| | |
|--|----------|
| Age 50+ | 74% |
| Age 45+ | 80% |
| Online Innovator (Frequently advise others on consumer products and websites) | 93% |
| Homeowner | 62% |
| Median Age | 60 |
| Any College | 72% |
| Median HHI | \$87,165 |

Purchasing Propensity

19% more likely to have made an online purchase (past month)*

AARP Audience Advantage

AARP.ORG INDEX VS. 50+ ONLINE

| AARP.org Visitors | Online Population | AARP Advantage |
|-------------------|-------------------|----------------|
|-------------------|-------------------|----------------|

Online behavior (30 days)

| | | | |
|---------------------------------------|-----|-----|-----|
| Seek/post product reviews | 172 | 104 | 65% |
| Watched streaming online video | 148 | 83 | 78% |
| Made home banking transactions online | 165 | 111 | 49% |
| Research products for purchase | 162 | 115 | 43% |
| Planned a vacation | 152 | 116 | 31% |

Purchasing Power

| | | | |
|--|-----|-----|-----|
| Shopped for new autos (30 days) | 155 | 103 | 50% |
| Made online investment transaction (30 days) | 163 | 112 | 46% |
| Heavy spend on drugs/remedies (6 months) | 187 | 138 | 36% |
| Heavy spend on vacation package (6 months) | 148 | 112 | 32% |

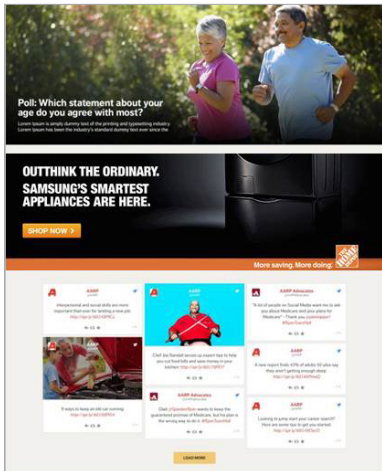
*AARP visitors vs. general 50+ online population

SOURCE comScore Jul-Dec 2017, six-month average; Nielsen @Plan Q3 2017

AARP.ORG

Robust Portfolio of Digital Capabilities

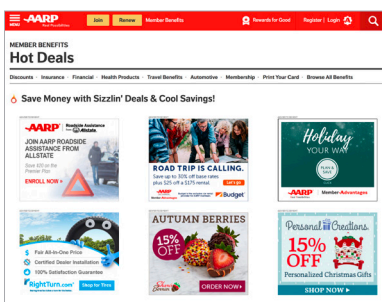
AARP has a myriad of standard and custom solutions designed to help you achieve your marketing goals across all devices. We can help you identify, connect and convert your high-value customers by leveraging an optimal mix of products, creative, targeting and AARP media channels.



Flexible Units **Mini Scroller**



BrandAmp by AARP **Article Page**



Special Programs **Hot Deals**

High Impact

- Login Wallpaper
- Expandable Rich Media

Video

- Content Pre-Roll
- Games Pre-load
- Rich Media with Video

Standard Placements

- 728x90
- 300x250
- 300x600
- Embedded Ad

Flexible Units

- Dynamic Leaderboard
- Dynamic Mini Scroller
- Dynamic List

Mobile (Phone)

- Interscroller Standard
- Interscroller with Video

Share of Voice

- Run of Channel
- Run of Video
- Run of Site
- Run of Desktop
- Run of Mobile
- Full Site Takeover
- Homepage Roadblock
- Channel Roadblocks

BrandAmp by AARP (Native)

- Standard Package
- Premium Hub Package

Email

- Dedicated Email
- Opt-in Newsletters (300x250, Marquee)
- Hot Deals Email

Data

- Audience Select
- Custom Clone Model
- Demographic Targeting
- Retargeting

Special Programs

- Hot Deals
- Sweepstakes
- Consumer Panel
- Sponsorships

Performance Management

- Spotlight Tags
- Creative Delivery Options
- Brand Effectiveness Studies
- Campaign Optimization

AARP Now Mobile App

- Pole Position

AARP.ORG

Audience Select: Precision Targeting

Leveraging our analytics expertise and the most robust 50+ database in the marketplace, AARP has the ability to put our performance-driven targeting opportunities to work for your brand. Through our unmatched 1st party member data and 3rd party overlays for deep insights and scale, AARP connects you with your core consumers on AARP.org and through the AARP extension.

Reach high-value customers by working with AARP Media's data team to leverage the Audience Select segment that is right for your brand.

How It Works

- An AARP Media Sales data expert recommends the Audience Select segment that aligns most with your product/brand
- Segment is activated on AARP.org and/or off site on the AARP extension via the following placements
 - AARP.org: standard units, dynamic leaderboard, embedded ad, video pre-roll, and mobile interscroller
 - AARP extension: standard units
- Precision-targeting is delivered through a combination of 1st and 3rd party demographic, psychographic, behavioral, purchase and propensity data
- A conversion pixel is implemented on your landing page to track conversions
- Campaign is highly monitored and optimized for performance

Benefits

Leverages AARP proprietary data

Alternative to contextual targeting

Identifies high-value audiences

Ideal for CTR-focused campaigns

Audience Select Segments

- | | | |
|------------------|---------------------|------------------------|
| ■ Auto Insurance | ■ Grandparents | ■ Telecommunications |
| ■ Automotive | ■ Health Insurance | ■ Travel (general) |
| ■ Caregiving | ■ Healthy Lifestyle | ■ Travel Cruisers |
| ■ Dining Out | ■ Life Insurance | ■ Travel Domestic |
| ■ Discounts | ■ Pharma | ■ Travel Hotels |
| ■ Entertainment | ■ Retail/CPG | ■ Travel International |
| ■ Entrepreneurs | ■ Retirement | ■ Veterans |
| ■ Finance | ■ Technology | |

Proven Performance

- Average AARP.org CTR .3%

For recommendations from our data experts on what segment will work best for your brand, speak with your AARP Media Sales representative.

Apparel/Accessories

Cartus
Foster Grant
Peter Manning

Auto

Avis Budget Group
BMW
CarMax
RightTurn

Collectibles/Toys

Littleton Coin Company
ProdecoTech

Consumer Electronics/Services

Apple iTunes
AT&T
Consumer Cellular
Cricket Wireless
Dell
GreatCall Jitterbug
Hamilton Buhl
Pure Talk Wireless
Ting Mobile

Financial

Edelman Financial
Fidelity Investments
Intuit
JPMorgan Chase
TD Ameritrade
TIAA
U.S. Money Reserve
Vanguard Group
Voya Financial

Food/Beverages

Akin's Natural Foods
Blue Apron
Fresh Direct
Quaker Oats
Schwan's
V8

Health/Wellness

AirMedCare
Apira Science
Atlanta Medical Center

BistroMD
Cancer Treatment Centers of America
Carelinx
City of Hope Hospital
Cochlear Americas
Debrox
EarlySense
Hear USA
Main Line Health
MedjetAssist
Medtronic Minimally Invasive Therapies
MobileHelp
Neotract
Omnicell MTS
OptumRx
P&G Everyday Brands
Revlon Roux
UCHealth

DTC/OTC

Bausch & Lomb
Genentech Activase
Genentech Esbriet
J&J Diabetes Care
Seqirus Fluad

Professional Organizations

American College of Cardiologists
National Commission on Certification of Physician Assistants

Home/Building

American Standard
Casper Sleep
David Oreck Candle Company
Generac Power Systems
Monitronics
SunPower

Insurance

AIG Travel Guard
Allianz
Allstate Roadside
AvMed
Blue Cross Blue Shield of TN

Careington
Delta Dental
EyeMed Vision Care
Foremost Insurance
Guardian Life Insurance
Humana
Mutual of Omaha
New York Life
The Hartford
UnitedHealthcare

Media/Entertainment

Beautiful on Broadway
Bleeker Street Media
DISH Network
Focus Features
Kinsella Media
Nederlander Theater
Netflix
PBS
Samuel Goldwyn Films
Simon and Schuster
Smart Financial Centre
Sony Music Entertainment
Sony Pictures

Nonprofit/Government

American Institute of Architects
Centers for Medicare & Medicaid
CT Dept. of Social Security
NYS Department of Health
NYU School of Professional Studies
Peace Corp.
Sarah Lawrence
U.S. Dept of Health & Human Services

Pets

iFetch
Petplan
Smart Pet Technologies

Real Estate

Arkansas Retirement
Del Webb
Kolter Communities
Lennar Homes

MLS of Long Island
National Association of Realtors

Restaurants

Denny's

Retail/eTail

Publix
Walgreens

Travel

Amtrak
Arkansas Parks & Tourism
Avalon Waterways
Best Western International
Brenham/Washington County
British Airways
Collette Tours
Colonial Williamsburg
CruCon Cruise Outlet
Daytona Beach
Endless Vacation Rentals
Expedia
Extended Stay America
Fathom Travel
Grand European Travel
Hilton
Holland America Line
Jamaica Inn
La Quinta
Liberty Travel
Louisiana Travel & Promotion
Nebraska Tourism
Puerto Rico Tourism
Ritz Carlton Hotel
Ritz-Carlton Grand Cayman
Road Scholar
Singapore Tourism Board
smarTours
South Carolina Parks & Recreation
Starwood Hotels
Tourism Australia
West Volusia Tourism
Wyndham Hotel Group