

## AARP BOOSTS DIGITAL BUYING POWER

Today, AARP Media Sales is unveiling the latest addition to their robust digital lineup, an online audience extension capable of reaching 40 million consumers in the coveted Boomer market. This announcement means that AARP's digital capabilities now rival the scale of AARP The Magazine, the world's largest circulation magazine, and AARP Bulletin, one of today's most influential news publications.

While most audience extension platforms enable advertisers to target consumers through one or two third party data points, AARP Media Sales' audience extension harnesses the power of AARP's research and expertise, overlaying an expansive array of proprietary publisher data to target consumers more effectively and efficiently.

Online Boomers and older Americans control 60% of US investment capital and have a median HHI over \$73,000, 23% higher than the U.S. norm. With over 80% of Boomers now in the AARP audience, AARP Media Sales offers a digital gateway to reach the best of an already highly desirable group: those with the highest HHI, the greatest level of education and the most significant influence. These newly invigorated digital capabilities allow AARP Media Sales to continue to reach this coveted audience with increased precision and scale.

"Knowing that many adults age 50+ earn more and outspend their younger counterparts online, there is no better pipeline to reach this powerful demographic than AARP Media Sales," said Cathy Ventura Merkel, SVP, AARP Publications & Media Sales.

Anchored by AARP's destination site, [www.AARP.org](http://www.aarp.org/), and complimented by an array of premium sites specifically curated by AARP, AARP's digital platforms provide an unparalleled combination of content, audience and reach. At launch, these include premiere content sites and networks targeting Boomers and the 50+ audience such as Eons Boom Media, American Greetings and Kiplinger.com, with more content relationships to be announced.

These new digital capabilities augment AARP's other powerhouse media properties by mirroring the 40% share-of-market against the Boomer+ audience. With properties spanning print, digital, broadcast, events and more, no one is more capable of connecting with the vast and powerful 50+ market than AARP.