



TOP 10 REASONS

WHY AARP THE MAGAZINE IS POSITIVELY BUZZ-WORTHY

MRI's Spring 2008 release supports *AARP The Magazine's* position among today's top magazines.

1. **A MEDIA GIANT** 34,280,000 total readers, a peak for the magazine—8% larger than the #1 broadcast television show (*American Idol's* 2 hour finale, May 21).
2. **AMERICA'S FASTEST-GROWING MAGAZINE** 2.8 million new readers in the last year—over 7,500 new readers per day. No other magazine comes close.
3. **#1 IN LONG-TERM GROWTH** 6.5 million additional readers in the last three years, the largest growth of any magazine and greater than the *total* readership of over 150 other magazines.
4. **CONTINUOUS GROWTH** One of just three magazines to have grown in readership in every MRI release over the last four years. (The other two: *People* and *Real Simple*).
5. **AMERICA'S MUST-READ MAGAZINE** Nearly 7 in 10 *AARP The Magazine* readers read "4 out of 4" issues, compared to just 37%-50% of the other top ten reach magazines.
6. **NOT JUST BIGGER, BUT ALSO BETTER** Median HHI per reader has increased by 16% over the last three years, double the rate of the rest of the population.
7. **INCREASE IN SPENDING POWER** Total household income among all *AARP The Magazine* readers increased by \$663 billion over the past three years—that's greater than the HHI growth experienced by *Oprah*, *Better Homes & Gardens*, *Good Housekeeping* and *Reader's Digest*—combined.
8. **MORE EDUCATED** Among 50+ adults, *AARP The Magazine* readers are 26% more likely to be college graduates than non-readers.
9. **MORE INFLUENTIAL** Among 50+ adults, *AARP The Magazine* readers are 82% more likely to be Influentials than non-readers.
10. **MORE TECH SAVVY** 21% more likely to be online in the last 30 days; 2.2 million additional online readers gained in the last year.

Source: MRI Spring 2008

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