

Pitching Guidelines for Healthy Living stories for aarp.org

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AARP.org is looking for innovative and engaging content that can help Americans 50 and older make informed decisions on how to live the healthiest life possible. We cover everything from general health and wellness to medical breakthroughs, to health care policy and delivery.

Our online articles vary in length, but always offer the reader the “news they can use” to take steps to improve their health. As a health and healthy living editor, I am looking for stories in the following beats: healthy foods, fitness for the age 50 + audience, healthy lifestyle, sleep and longevity, as well as vision health, hearing health, dental health and mental health. As you pitch, think about ways to package your story. Listicles, warning signs, healthy foods and surprising health stories tend to do well for us. If you saw the headline in your pitch come through in a newsletter, would you be tempted to find out more? When you pitch at pitchfest, it’s a good idea to come with a proposed head and dek.

Another of AARP’s health editors, Rachel Nania, is covering diseases and conditions, medical breakthroughs, the pandemic and brain health so send those ideas her way please. Her email is rmania@aarp.org.

Pages where your stories would be featured:

<https://www.aarp.org/health/healthy-living/>

<https://www.aarp.org/food/healthy-eating/>

<https://www.aarp.org/health/conditions-treatments/hearing-resource-center/>

<https://www.aarp.org/health/conditions-treatments/eye-center/>

<https://www.aarp.org/health/conditions-treatments/mental-health-resource-center/>

A few notes: our audience is age 50 and over. Often writers pitch to AARP with an audience age 70-80 and over in mind. Those 50 and over can easily still have teenagers at home and be working full time, and yes, those 70- to 80-year old’s may have grandchildren and be retired — or still working. We need to serve our whole audience. Also, we have thousands of articles. Do try and search for your story idea before pitching it to make sure we haven’t done it recently. **Finally, if you sign up for one of my slots, please come with pitches.** I’ve tried to include what we are looking for above. I don’t want to waste our valuable time explaining the types of stories we need during Pitch Fest. Thanks!

Articles include: Average 800-1,400 words plus, head/deck suggestion. They should ideally include two sources—more for longer articles—and several studies cited. Writers also turn in backup and interview notes. Each health article goes through edit, fact check and copy edit.

Pay: \$1 per word