

AARP publication info and rates

AARP.org looks for innovative and engaging content that helps Americans ages 50 and older make informed decisions to live their healthiest possible lives. We cover everything from general health and wellness to medical breakthroughs, to health care policy and delivery.

Our online articles vary in length—typically between 800 and 1,400 words—but always offer the reader the “news they can use” to take steps to improve their health. Our coverage style is service journalism.

Freelance rates

Typically \$1/word