

SPECIAL REPORT



AoSI: Picks & Insights October 31, 2011

THE BARRON'S audience is wealthy, sophisticated, educated, inquisitive and dynamic. They are actively engaged with the publication *and* with our advertisers:

\$2,960,000

average household net worth of a *Barron's* reader

\$2,736,000

average household investments

60.6%

have acted upon an ad they've seen in *Barron's*

53.0%

hold top management title

2hrs 10mins

average time spent reading *Barron's*

Barron's publishes highlights from its just-completed "Art of Successful Investing Conference." Investing masters Felix Zulauf, Scott Black and other Roundtable regulars cover the investing themes they're pursuing and offer specific picks and pans in stocks, bonds and foreign markets. Plus, Patrick Neal covers options strategies for hedging risk. Stephanie Pomboy looks at long-term market themes. Greg Valliere covers politics and policies and their impact on trading.

Readers will find this content compelling and timely, making this report an ideal venue for any advertiser looking to reach individuals with substantial funds to invest or to spend.

The *Barron's* sales team is ready to work with you. The multiple channels of the *Barron's* franchise enable advertisers to reinforce their brand messages across print, digital and event media. Talk to your *Barron's* sales representative about how *Barron's* can deliver your message effectively to the right audience, via the most efficient media.

Investment

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|-------------------|----------|
| Full-page 4-color | \$49,213 |
| Full-page b&w | \$36,454 |
| ½ page b&w | \$19,183 |
| ¼ page b&w | \$9,594 |