

SPECIAL REPORTS

# The World's Best CEOs

A RANKING OF THE TOP CHIEF EXECUTIVES AROUND THE GLOBE MARCH 24, 2012



Since 1995, *Barron's* has identified and honored the world's best Chief Executives. And since then, this edition has had the attention of Chief Executives around the globe. *The World's Best CEOs* Special News

Report ranks 30 CEOs from the United States and beyond. Compiled by the editorial team at *Barron's* - business writers who have covered these companies for years - this highly respected ranking guarantees an audience of the business leaders who shape the world of business.

## Rates

*Barrons.com* will develop advertising solutions to deliver the right audience for every advertiser. For details on advertising opportunities and pricing, contact Tracy Glass at [tracy.glass@barrons.com](mailto:tracy.glass@barrons.com).

The [Barrons.com](http://Barrons.com) audience is wealthy, sophisticated, educated, inquisitive and dynamic. They are actively engaged with the site *and* with our advertisers.

\$1,798,000  
average household  
net worth of a  
Barrons.com reader

41.2%  
function as a chief officer

62.6%  
have acted upon an ad  
they've seen on Barrons.com

33.2%  
hold top management title

\$1,115,000  
average household  
investments

21.5%  
are members of  
the board of directors

5 years  
average number of years  
reading Barrons.com

22.1%  
are C-suite

Barron's serves an audience that's powerful...and mobile. We have an app for that. Talk with us about how Barron's iPad app support your campaign.