

SPECIAL REPORTS



Big Money Poll

THE PULSE OF AMERICA'S MOST-RESPECTED INSTITUTIONAL INVESTORS, ONLINE APRIL 23 & OCT. 29, 2011

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Twice a year, *Barron's* takes the pulse of the country's most-respected institutional investors and publishes the results in the **Big Money Poll: A Survey of U.S. Money Managers.**

This is must-read material for personal and professional investors and for senior corporate executives, and that's who advertisers reach with *Barrons.com*. Some 36% of *Barrons.com* users are fund managers¹ with 34% of them managing \$5 million or more in assets²; and 23% of *Barrons.com* users are financial advisors³.

The Big Money Polls are a great environment for advertisers to put their messages front-and-center before these active, affluent investors and corporate leaders.

\$1,800,000

average household net worth of a *Barrons.com* reader

\$1,115,000

average portfolio of invested assets

63

average number of securities transactions in the past year

33%

hold top management title