

## SPECIAL REPORTS



## Barron's 500: Best-Performing Companies

BARRON'S READERS FOCUS ON PERFORMANCE, ONLINE MAY 7, 2011

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Sponsorship	\$50,000 net
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- » *Barron's* Home-Page Road Block
- » *Barron's.com* run-of-site

With an average household net worth of \$1.8 million, *Barron's.com* readers know they have to put their wealth to work. And they do so by investing on average over \$1 million into financial assets. They are keenly aware of the performance of the companies behind the stocks trading on the exchange floor. They'll read the **Barron's 500: Best-Performing Companies** report looking for new stocks to track and new opportunities to invest.

And this Special Report supports the interests of advertisers as it places page after page of decision-related analysis in front of readers. Place your message in an environment dedicated to excellence and action. Make *Barron's* 500: Best-Performing Companies part of your media plan.

\$1,800,000

average household net worth of a *Barron's.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