

PENTA



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BARRON'S COVER

Nicely Trimmed

By TOM SULLIVAN | MORE ARTICLES BY AUTHOR

Smaller, stronger hedge-fund industry emerged from financial crisis.
Video: Barron's 100 Top Hedge Funds

Article

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Table: Top 100 Hedge Funds

WHY INVEST IN A HEDGE FUND? To beat the market, obviously.

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Top 100 Best-Performing Hedge Funds

AN EXCLUSIVE RANKING OF AN EXCLUSIVE-AND-ELUSIVE GROUP, ONLINE MAY 21, 2011

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1,000,000 impressions from the collection of:

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Barron's PENTA reports are quarterly pullout sections devoted to delivering "trusted advice for families with over \$5 million in assets." Each PENTA contains a ranking report, with May's covering the **Top 100 Best-Performing Hedge Funds**, as well as lifestyle articles and wealth-management features of interest to this affluent audience.

Whether or not an investor participates directly in hedge funds, it's vital to understand the strategies and trading tactics of these powerful market players. Of course, many Barrons.com readers are invested in hedge funds and funds-of-funds, and they'll be intensely interested in this special report. **Barron's Top 100 Best-Performing Hedge Funds** is a unique opportunity for advertisers to speak directly to active, affluent investors in an authoritative environment.

\$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