

SPECIAL REPORTS



America's Top 100 Women Financial Advisors

BARRON'S RECOGNIZES THESE ELITE-LEVEL ADVISORS, ONLINE JUNE 4, 2011

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Sponsorship	\$75,000 net
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1,500,000 impressions from the collection of:

- » *Barron's* "Top 100 Women Advisors" content pages, feature stories and ownership of the This Week's Mag front.
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Every year, *Barron's* acknowledges the achievements of women in the financial advisory field. The much-anticipated **America's Top 100 Women Financial Advisors** Special News Report captures the investment world's attention and draws the interest of both personal and professional investors. Among *Barrons.com* readers in business or the professions, 23% are financial planners/investment advisors.

This Special Report gives advertisers the opportunity to speak directly to active, affluent readers in an issue that gets them thinking about achievement and taking action. Some 63% have acted on advertising they saw on *Barrons.com*.

In addition, *Barron's* holds a conference to honor those named to this list. Adding an event to this issue creates more buzz and gives advertisers additional opportunities to associate themselves with these financial 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