

SPECIAL REPORTS



Retirement

APPEARING ONLINE TWICE DURING THE YEAR ON: JUNE 18 & NOV. 19, 2011

The *Barron's* sales team is ready to work with you.

The multiple channels of the *Barron's* franchise enable advertisers to reinforce their brand messages across print, digital and event media. Talk to your *Barron's* sales representative about how *Barron's* can deliver your message effectively to the right audience, via the most efficient media.

Sponsorship	\$50,000 net
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1,000,000 impressions from the collection of:

- » *Barron's* "Retirement" content pages, feature stories and ownership of the This Week's Mag front.
- » *Barron's* Home-Page Road Block
- » *Barrons.com* run-of-site

One of *Barron's* most popular Special News Reports now appears twice a year. In *Barron's Retirement* issues, advertisers can connect with an attractive audience in an environment that holds readers' attention. 90% of *Barrons.com* readers own retirement accounts, making this a topic that they hold close to their hearts.

And *Barron's Retirement* Special News Reports will let you speak directly to these readers — as well as the managers of retirement funds — helping you make your message resonate with them.

Make *Barron's* Retirement Special News Reports a mainstay of your media plan.

\$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