

SPECIAL REPORTS



Technology Outlook

A LOOK AT WHAT'S AHEAD FOR TECH FIRMS, ONLINE OCT. 22, 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

1,000,000 impressions from the collection of:

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

Technology changes so rapidly that any review of recent events becomes outdated almost before it's published. *Barron's* **Technology Outlook** Special News Report solves that problem by focusing on the future. *Barron's* readers are active investors who enjoy playing a role in the decisions that affect their portfolios. They are also technology aficionados who like to know what's coming next in this exciting industry.

Barron's Technology Outlook Special Report provides the opportunity for a wide variety of advertisers to place themselves in front of this active audience in an unusual environment that's intended to encourage decisions — and prompt purchases.

\$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