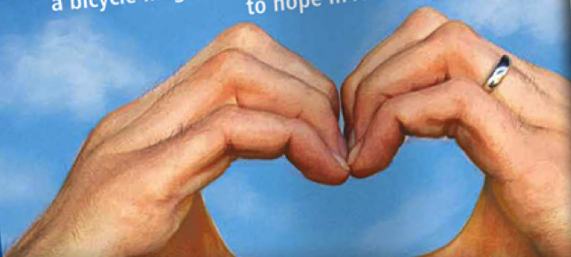


# PENTA

BARRON'S

PENTA

As Bill Gates' projects come to fruition, he vaults to the top of our results-based ranking. Plus, 10 new members, including a bicycle magnate who's put 70,000 people on the road to hope in Africa.



BARRON'S COVER

## The 25 Best Givers

By SUZANNE MCGEE | MORE ARTICLES BY AUTHOR

How Bill Gates is reshaping philanthropy.

Article

Comments

FORMIDABLE AS IT MAY BE, the Bill & Melinda Gates Foundation has taken time changing the world.

## Ranking Private Bankers, Rating Philanthropies

AN EXCLUSIVE RANKING OF AN EXCLUSIVE-AND-ELUSIVE GROUP, ONLINE DEC. 3, 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* PENTA "Ranking Private Bankers, Rating Philanthropies" cover story content pages, feature stories and ownership of the This Week's Mag front.
- » *Barron's* Home-Page Road Block
- » *Barrons.com* run-of-site

*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 December's looking at **Ranking Private Bankers and Rating Philanthropies**, as well as lifestyle articles and wealth-management features of interest to this affluent audience.

In *Ranking Private Bankers*, *Barron's* scores the firms by U.S. assets in relationships of more than \$5 million; while *Rating Philanthropies* looks at 25 charitable initiatives that are producing quality impact for the money spent. These are topics in which the affluent, engaged audience that comes to *Barrons.com* is avidly interested. That makes this issue of *Barron's* PENTA a winner for marketers eagerly wishing to reach the "pentamillionaires" reshaping the world today.

### \$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