

SPECIAL REPORTS

ETFs Roundtable

APPEARING TWICE EACH YEAR: FEB. 11 AND NOV. 17, 2012



No one reports roundtable discussions like *Barron's*. And when it comes to reaching the greatest number of ETF investors, *Barron's* delivers—more Exchange Traded Funds (ETFs) owners turn to *Barron's* than any other magazine for the latest news and reporting on ETFs.

The ETFs Roundtable is a companion to *Barron's* renowned Roundtable special news report. This new bi-annual report offers a straightforward rendering of *Barron's* sit-down with a panel of financial advisors. They review the latest offerings in ETFs and offer fresh strategies for making the best use of them in today's turbulent market.

Rates

Barrons.com will develop advertising solutions to deliver the right audience for every advertiser. For details on advertising opportunities and pricing, contact Tracy Glass at tracy.glass@barrons.com.

The Barrons.com audience is wealthy, sophisticated, educated, inquisitive and dynamic. They are actively engaged with the site *and* with our advertisers.

\$1,798,000
average household
net worth of a
Barrons.com reader

45.2%
currently own ETFs

62.6%
have acted upon an ad
they've seen on Barrons.com

\$142,000
average investments in ETFs

\$1,115,000
average household
investments

23.3%
are financial advisors

33.2%
hold top management title

35.9%
are fund managers

Barron's serves an audience that's powerful...and mobile. We have an app for that. Talk with us about how Barron's iPad app support your campaign.