

SPECIAL REPORTS



THE BARRON'S audience is wealthy, sophisticated, educated, inquisitive and dynamic. They are actively engaged with the publication *and* with our advertisers:

\$2,960,000
average household net worth of a *Barron's* reader

\$2,736,000
average household investments

60.6%
have acted upon an ad they've seen in *Barron's*

53.0%
hold top management title

2hrs 10mins
average time spent reading *Barron's*

Our Favorite Stocks for 2012

PREPARING INVESTORS FOR THE YEAR AHEAD, DECEMBER 19, 2011

In a new report, *Barron's* serves up 10 stocks likely to pay off for investors. Market volatility and frenetic trading have many market players spooked. *Barron's* sorts through large-cap firms and finds stocks offering a tempting dividend yield plus likely price appreciation. These stocks can anchor a diversified portfolio for good times and bad.

Readers will find this timely and highly useful content as they rebalance their portfolios at year end. That makes this report an ideal venue for any advertiser looking to reach individuals with substantial funds to invest or to spend.

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.

Investment	
Full-page 4-color	\$49,213
Full-page b&w	\$36,454
½ page b&w	\$19,183
¼ page b&w	\$9,594