

SPECIAL REPORTS

Fund Families Special Report

SHAPING THE BIG PICTURE: FEBRUARY 6, 2012



For big fund families, a positive score from the *Barron's* Fund Families Special Report is one of the most sought-after accolades, and for good reason. It has become an annual event and a standard bearer in fund family performance reporting. This Special Report works hard

to discover how and why each fund family performs in the aggregate when all fund offerings are combined. In 2011, *Barron's* tracked and rated 57 fund families, analyzed the market trends that affected returns, and listed the best- and worst-performing individual funds across major sectors. This ranking is closely followed by the fund families, who highlight positive results in their advertising and marketing campaigns.

Print Investment

Full-page 4-color	\$50,936	½ page b&w	\$19,854
Full-page b&w	\$37,730	¼ page b&w	\$9,930

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