

SPECIAL REPORTS

Review of Online Brokers

THE NUMBER-ONE RESOURCE FOR ONLINE INVESTORS: MARCH 8, 2012



In the highly competitive online broker arena, a slim margin of distinction makes all the difference. And when it comes to evaluating online brokers, more investors turn to *Barron's* than any other magazine in the industry. *Barron's*

Review of Online Brokers is an invaluable tool for independent investors. This ranking is also closely followed by online brokerage firms and used as part of their marketing strategies when they perform well. The results for advertisers are an audience of active investors and investment professionals alike.

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

86.9%
have traded online

\$1,115,000
average household
investments

63
average number of security
transactions in past year

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

5 years
average number of years
reading *Barrons.com*

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.