

## SPECIAL REPORTS



## Most-Respected Big Companies

A RANKING OF BLUE-CHIP, MEGA-CAP FIRMS: FEB. 14, 2011

### Savings Opportunity!

Run your ad in Most Respected CEOs, Barron's 500 and Most-Respected Big Companies Reports and you'll receive a 33% discount—it's the same as running your third advertisement free!

### The Barron's sales team is ready to work with you.

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### 2011 National Advertising Rates

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

This Special News Report is perfectly tailored to the interests of Barron's readers who invest in — and run — some of the country's biggest companies. When you advertise in Barron's **Most-Respected Big Companies** Report, you reach a highly qualified target of senior corporate decision-makers. And you reach these readers — and leaders — in an authoritative, trusted environment dedicated to quality.

## 31%

of Barron's readers work at companies with \$1 billion or more in revenue

## 32%

serve on a board of directors.

## \$4,025,000

average household net worth of a Barron's reader

## \$3,194,000

average household investments

## 66.3%

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

## 45.1%

hold top management title