

SPECIAL REPORTS



Big Money Poll

THE PULSE OF AMERICA'S MOST-RESPECTED INSTITUTIONAL INVESTORS: APRIL 25 & OCT. 31, 2011

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Twice a year, *Barron's* takes the pulse of the country's most-respected institutional investors and publishes the results in **the Big Money Poll: A Survey of U.S. Money Managers.**

This is must-read material for personal and professional investors and for senior corporate executives, and that's who advertisers reach with *Barron's*. Some 41% of *Barron's* readers are fund managers, while 32% are financial planners, advisors, registered reps, broker/dealers or professional traders.

The Big Money Polls are a great environment for advertisers to put their messages front-and-center before these active, affluent investors and corporate leaders.

\$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