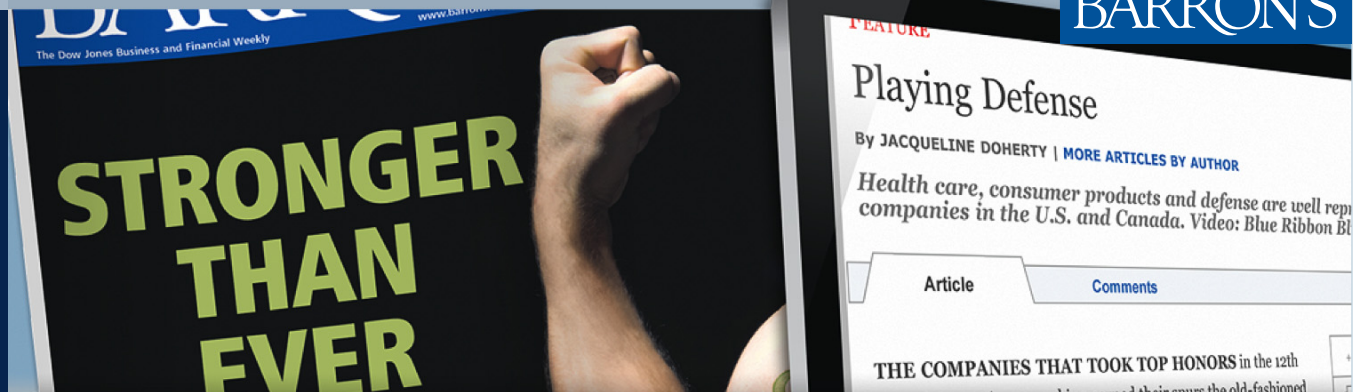


## SPECIAL REPORTS



## Barron's 500: Best-Performing Companies

BARRON'S READERS FOCUS ON PERFORMANCE: MAY 9, 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.

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.

### 2011 National Advertising Rates

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

With an average household net worth in the millions, *Barron's* readers know they have to put their wealth to work. And they do so by actively investing their assets. They are keenly aware of the performance of the companies behind the stocks trading on the exchange floor. They'll read the **Barron's 500: Best-Performing Companies** report for new stocks to track and new opportunities to invest.

And this Special News Report supports the interests of advertisers as it places page after page of decision-related analysis in front of readers. Place your message in an environment dedicated to excellence and action. Make *Barron's* 500: Best-Performing Companies part of your media plan.

**\$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