

SPECIAL REPORTS



Barron's America's Top 100 Women Financial Advisors

BARRON'S RECOGNIZES THESE ELITE-LEVEL ADVISORS: JUNE 6, 2011

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Every year, *Barron's* acknowledges the achievements of women in the financial advisory field. The high-profile and much-anticipated **America's Top 100 Women Financial Advisors** Special News Report captures the investment world's attention and draws the interest of both personal and professional investors. Among *Barron's* primary readers in business or the professions, 32% are financial planners/ investment advisors.

This Special Report gives advertisers the opportunity to speak directly to active, affluent readers in an issue that gets them thinking about achievement and taking action. Some 66% have acted on advertising they saw in *Barron's*.

In addition, *Barron's* holds a conference to honor those named to this list. Adding an event to this issue creates more buzz and gives advertisers additional opportunities to associate themselves with these financial 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