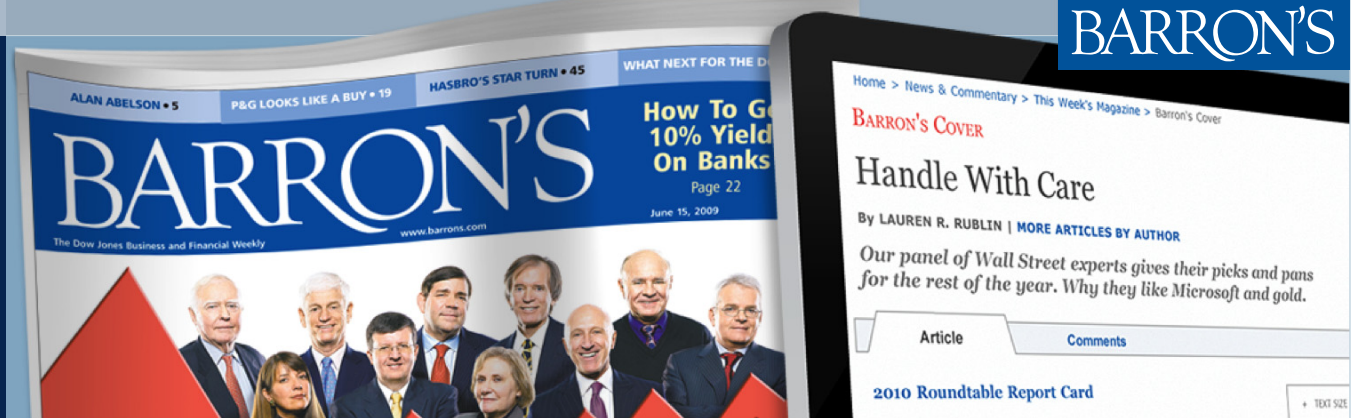


SPECIAL REPORTS



The Barron's Roundtable, Midyear Recap

ANALYSIS FROM BARRON'S PANEL OF EXPERTS: JUNE 13, 2011

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 |

At the beginning of each year, *Barron's Roundtable* Special News Reports bring together the brightest minds in investing to explore their perspectives and outlooks for the year ahead.

The conversation continues with **The Barron's Roundtable, Midyear Recap**. This is where prior predictions are tested against subsequent developments — and new perspectives are shared.

The *Barron's* Roundtable provides advertisers with an exclusive opportunity to become — or stay — part of this important conversation. This is an issue with relevance to every *Barron's* reader, and it provides an extraordinary chance to make yourself relevant to their purchase decisions.

\$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