

SPECIAL REPORTS



Retirement

APPEARING TWICE DURING THE YEAR: JUNE 20 & NOV. 21, 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

One of *Barron's* most popular Special News Reports now appears twice a year. In *Barron's Retirement* issues, advertisers can connect with an attractive audience in an environment that holds readers' attention. Virtually all of *Barron's* primary readers own retirement accounts, making this a topic that they hold close to their hearts.

And *Barron's Retirement* Special News Reports will let you speak directly to these readers — as well as the managers of retirement funds — helping you make your message resonate with them.

Make *Barron's Retirement* Special News Reports a mainstay 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