

SPECIAL REPORTS



Technology Outlook

A LOOK AT WHAT'S AHEAD FOR TECH FIRMS: OCT. 24, 2011

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¼ page b&w	\$9,594

Technology changes so rapidly that any review of recent events becomes outdated almost before it's published. *Barron's* **Technology Outlook** Special News Report solves that problem by focusing on the future. *Barron's* readers are active investors who enjoy playing a role in the decisions that affect their portfolios. They are also technology aficionados who like to know what's coming next in this exciting industry.

Barron's Technology Outlook Special News Report provides the opportunity for a wide variety of advertisers to place themselves in front of this active audience in an unusual environment that's intended to encourage decisions — and prompt purchases.

\$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