

# PENTA

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As Bill Gates' projects come to fruition, he vaults to the top of our results-based ranking. Plus, 10 new members, including a bicycle magnate who's put 70,000 people on the road to hope in Africa.



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BARRON'S COVER

## The 25 Best Givers

By SUZANNE MCGEE | MORE ARTICLES BY AUTHOR

How Bill Gates is reshaping philanthropy.

Article

Comments

FORMIDABLE AS IT MAY BE, the Bill & Melinda Gates Foundation has taken time changing the world.

## Ranking Private Bankers, Rating Philanthropies

AN EXCLUSIVE RANKING OF AN EXCLUSIVE-AND-ELUSIVE GROUP: DECEMBER 5, 2011

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¼ page b&w	\$9,594

*Barron's* **PENTA** reports are quarterly pullout sections devoted to delivering "trusted advice for families with over \$5 million in assets." Each PENTA contains a ranking report, with December's looking at **Ranking Private Bankers and Rating Philanthropies**, as well as lifestyle articles and wealth-management features of interest to this affluent audience.

In *Ranking Private Bankers*, *Barron's* scores the firms by U.S. assets in relationships of more than \$5 million; while *Rating Philanthropies* looks at 25 charitable initiatives that are producing quality impact for the money spent. These are topics in which the affluent, engaged audience that comes to *Barron's* is avidly interested. That makes this issue of *Barron's* PENTA a winner for marketers eagerly wishing to reach the "pentamillionaires" reshaping the world today.

\$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