

SPECIAL REPORTS



Outlook 2012: What's Ahead for Stocks, Bonds & Mutual Funds

A LOOK AT THE COMING YEAR: DEC. 12, 2011

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Barron's much-anticipated report, **Outlook 2010: What's Ahead for Stocks, Bonds & Mutual Funds**, provides readers with a perspective that is simultaneously broad in scope yet precise in detail.

This is exactly the sort of issue that makes it possible to say *Barron's* readers "See What Others Don't." And it is also the sort of analysis for which our readers — both personal and professional investors — have come to depend on from *Barron's*.

This powerful Outlook Report puts every advertiser's message right in the *Barron's* sweet-spot, combining targeted content and an affluent audience in a way that makes action the primary purpose.

\$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