

Special News Report

Alternative Investments Monthly Report

Barron's introduces this monthly bannered section to review alternative investments themes and trends. Readers gain insights into current thinking from our manager profiles, coupled with best- and worst-performance data on the biggest alternative funds.



2016 Issues

Last publishing date of each month

Extra

- Pullout Section

Investment

\$56,475	\$41,833	\$22,012	\$11,010
Full-page 4-color	Full-page Black / white	Half-page Black / white	Quarter-page Black / white

Sources: 2013 Barron's POM Study, 2014 Ipsos Affluent Survey USA Double-base, 2014 Professional Investment Community Study **Bases:** *Employed in Business or the Professions; **Buy side Equity Institutions with \$100MM+ in AUM ¹Household Net Worth \$1MM+, Personal Income \$200k+, or Household Income \$300k+.

The Barron's Alternative Investors Are:

ELITE FINANCIAL ADVISORS

34%

of Barron's readers are financial advisors*

21

average years of experience

\$983

million in team AUM

85%

incorporate alternative investments into their portfolios

POWERFUL INSTITUTIONAL INVESTORS

45%

of institutional investors** reached by Barron's, more than any other financial publication

ACCREDITED INDIVIDUAL INVESTORS

66%

of Barron's readers are accredited individual investors¹, more than any other financial publication