

## BARRON'S FAVORITE STOCKS FOR 2018

### Stocks to Buy and Hold

Barron's serves up 10 stocks likely to pay off for investors in the year to come. These stocks can anchor a portfolio in good times and bad. This report has become an annual classic, as investors pick up Barron's to find the undiscovered gems that will brighten their portfolios in the year ahead.

#### 2017 ISSUE



DATE  
12/4

SAM STUDY	<input type="checkbox"/>
PULLOUT	<input type="checkbox"/>
COVER STORY	<input checked="" type="checkbox"/>

#### INVESTMENT

\$60,496

Full-page  
4-color

\$44,812

Full-page  
Black & white

\$23,579

1/2-page  
Black & white

\$11,794

1/4-page vertical  
Black & white

## THE BARRON'S AUDIENCE

### AFFLUENT

**\$4,076,000**

average household net worth

**\$325,000**

average personal income

### ACTIVE

**26%**

hold c-suite titles

**27%**

serve on a board of directors

### AVID ABOUT INVESTING

**\$3,622,000**

average household investments

**30%**

are financial advisors with team AUM of over \$983 million on average

### ABSOLUTELY DEVOTED TO BARRON'S

**2 hrs 9 mins**

average time spent reading per week

**99%**

report taking some type of action after reading Barron's

**Source:** Barron's 2016 Print-Online-Mobile (POM) Study. C-Suite, Board of Directors and Financial Advisors are based on those employed in business or the professions. Note: Special Reports listed as cover stories may be bumped from the cover if changing market conditions require a more timely story to appear here. For more information on this unique opportunity, visit [www.barrons.com](http://www.barrons.com).