BARRON'S

SPECIAL NEWS REPORTS

OUTLOOK 2018: WHAT'S AHEAD FOR STOCKS, BONDS & MUTUAL FUNDS

Laying Out the Investment Landscape

Barron's talks with notable Wall Street strategists and investment managers for their take on what's to come for the market and the economy in the year ahead. They deliver their consensus targets for the S&P 500 index, corporate profits, GDP growth, the yield on 10-year Treasuries. Plus they identify sectors to embrace or shun. Investors use this report to benchmark their investing results in the year to come.

2017 ISSUE

DATE
12/11

SAM STUDY	
PULLOUT	
COVER STORY	✔

INVESTMENT

$60,496	$44,812	$23,579	$11,794
Full-page 4-color	**Full-page** Black & white	**1/2-page** Black & white	**1/4-page vertical** Black & white

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.

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