

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.

2017 ISSUES



DATES

Last publishing date of each month

SAM STUDY	
PULLOUT	✓
COVER STORY	

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 ALTERNATIVE INVESTORS ARE:

ELITE FINANCIAL ADVISORS

30%

of Barron's readers are financial advisors*

21

average years of experience

\$3.6 billion

in team AUM

90%

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

64%

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

Sources: 2016 Barron's POM Study, Fall 2016 Ipsos Affluent Survey USA, 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+.