

THE WORLD'S BEST CEO'S

Naming the Top Chief Executives

When investors consider buying a stock, they study the quality of management as well as the sturdiness of the balance sheet. Barron's names the 30 top bosses around the world who are delivering value for shareholders, employees and customers. Our editors identify who's new to the list, who's off and who returns, and we profile these leaders on their management philosophy and how they execute to strategy.

2017 ISSUE



DATE
3/20

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 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.