

## AMERICA'S BEST CFOs

### Naming the Best Chief Financial Executives

When investors consider buying a stock, and when business leaders consider major purchases or strategic deals with other companies, they study the quality of management as well as the sturdiness of the balance sheet. For the first time, Barron's will name the most respected and talented Chief Financial Officers in America. Our editors and a strong field of analysts who work daily with top financial management will identify the best CFOs according to several aspects that make the modern CFO such a vital part of every company's performance and valuation. Barron's will also profile these leaders on their financial management philosophy and how they execute their strategy.

2017 ISSUE



DATE  
5/15

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](http://www.barrons.com).