

BIG MONEY POLL: BARRON'S SURVEY OF U.S. MONEY MANAGERS

Twice each year, Barron's polls U.S. money managers for their take on where the market and the economy are headed. They also give their picks and pans in stocks and weigh in on their most- and least-favored sectors. They explain how their portfolios are currently allocated and flag the challenges facing the markets. These surveys have proven remarkably prescient in forecasting the market's direction.

2017 ISSUES



DATE
4/24 | 10/16

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.