

## DAVOS WORLD ECONOMIC FORUM

Taking Readers Behind the Geopolitical and Business Headlines

Barron's previews the key topics to be covered at this gathering of the globe's political, economic and business leaders. During the week, our reporter will post real-time reports on Barrons.com of who is saying what of note and its import for markets and economies around the globe. With Davos coverage in the same issue as the Roundtable, Barron's offers a rich opportunity for advertisers to reach market-engaged investors, financial advisors and business leaders.

2017 ISSUES



DATES

1/16 | 1/23

SAM STUDY	<input checked="" type="checkbox"/>
PULLOUT	<input type="checkbox"/>
COVER STORY	<input 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](http://www.barrons.com).