

## ETFs ROUNDTABLE

Barron's editors sit down with a panel of sophisticated investing experts who discuss ETF offerings and how to use them in building and tactically diversifying a portfolio. With increased volatility in the markets for 2015, ETFs offer a means for managing risk through diversification. Our panel explores how best to use ETFs given current market conditions.

### 2017 ISSUES



**DATES**  
3/13 | 5/8 | 11/20

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