

ETFs SPECIAL REPORT

The Applied Science of ETF Investing

Barron's looks at the evolving state of exchange-traded funds and focuses on current debates within the industry on these products. Given increased market volatility and greater choice among ETF offerings, how can investors best use these products now to diversify their portfolios and protect against market downturns? Barron's delivers insights for investors who are active in the market.

2017 ISSUE



DATE
7/31

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.