

MUTUAL FUNDS/ETFs QUARTERLY

Mutual funds and exchange-traded funds are core to a diversified portfolio. Our Mutual Funds/ETFs report delivers insights into current investing trends using funds coupled with coverage of which funds performed well for investors, which disappointed and why in the quarter just past. With performance data on more than 4,500 mutual funds and 1,200 ETFs, this report is a comprehensive resource for active investors, financial advisors and fund managers.

2017 ISSUES



DATES

1/9 | 4/10 | 7/10 | 10/9

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.