

FUND FAMILIES SPECIAL REPORT

Showcasing Strong Performance Across Fund Offerings

Barron's tracks how families of funds performed overall for investors. Ranking categories include: Best Overall for one, five and ten years; plus Best/Worst in U.S. Equities, World Equities, Mixed Equities, Taxable Bonds and Tax-Exempt Bonds. Investors follow this analysis closely to score the overall quality of the fund families' investment managers.

2017 ISSUE



DATE
2/6

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.