

## INCOME INVESTING ROUNDTABLE

With interest rates likely to rise through 2015 and into the next year, Barron's seeks out the best investments for delivering income. We sort through dividend stocks, Treasuries, preferred stocks, REITs, MLPs and more to find promising sources of income for yield-starved investors. This is great content that helps Barron's readers realign their portfolios at summer's close and in anticipation for fall.

2017 ISSUE



DATE  
8/7

SAM STUDY	<input type="checkbox"/>
PULLOUT	<input type="checkbox"/>
COVER STORY	<input checked="" 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).