

REVIEW OF ONLINE BROKERS

Barron's annually rates the online trading firms on the array and quality of their offerings for investors. Our editors score the firms on: trading experience and technology, usability, mobile platform, range of offerings, research, analysis and reports, customer service and costs. This report relies on input from investors who actually use these platforms and differentiates online brokers based on the price and utility of their offerings.

2017 ISSUE



DATE
3/20

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