

BARRON'S PENTA: RANKING ELITE WEALTH MANAGEMENT FIRMS

Scoring the Best of Breed

Penta is our quarterly glossy magazine, inserted in that issue of Barron's, that delivers "trusted advice for families with assets of \$5 million or more." Penta advises affluent families on how to manage and enjoy their wealth. The cover story is our exclusive scorecard of the top 40 wealth managers ranked on client assets in accounts of \$5 million or more. Plus, every Penta carries insightful lifestyle articles on exceptional travel, private jets, art and collecting, upscale cars, jewelry and watches, and high-end real estate. Penta also helps readers manage family wealth with stories on private banks and family offices, trusts and estates, tax issues, charitable gifting and sophisticated investing options.

2017 ISSUE



DATE
9/25

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.