

## BARRON'S PENTA: RATING PHILANTHROPIES

### The Gift of Good Information

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 unique look at philanthropists who score their charitable gifting against specific measures of success. 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  
12/18

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

**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).

## 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