

## RETIREMENT QUARTERLY

### A Complex Investment Clearly Explained

Barron's explores the challenges of designing, growing and sustaining a retirement portfolio. Given low interest rates and a volatile stock market, how does one provide today for the income needed in future years? Affluent investors are concerned about health care, estate planning, trusts, tax strategies and leaving a legacy behind for their children and charities. These topics are covered in these compelling reports.

#### 2017 ISSUES



#### DATES

2/13 | 6/26 | 9/11 | 11/13

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](http://www.barrons.com).