

## THE BARRON'S ROUNDTABLE—PART 1

### An Annual Gathering of Market Superstars

Barron's editors sit down with some of the best-known stock-picking legends of Wall Street. They give their macro views on the prospects for stocks, bonds, U.S. economic growth, developed and emerging markets, and they explain the investing themes they're betting on in 2016. Plus, panelists name their picks and pans for the coming year. The Roundtable prepares readers to prosper in the year ahead.

#### 2017 ISSUE



DATE  
1/16

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).