

## TECHNOLOGY OUTLOOK

### The Beat Goes On

The era of dynamic growth in the personal computer market is over. Ahead is the fantastic promise of tablets, smartphones, the cloud, big data and more. In this annual classic, Barron's takes a grand tour of the world of technology. We describe its present topography and explain how it's likely to change and why. For investors, we identify companies that might thrive—or face demise—along the way.

2017 ISSUE



DATE  
10/23

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).