

AMERICA'S TOP 100 INDEPENDENT FINANCIAL ADVISORS

How Leading Independents Deliver For Clients

Barron's ranks the top 100 independent financial advisors across America. We profile some of the top performers and find out how they are investing in the current market. What advice are they giving clients on risk, diversification, overseas markets, alternatives and more. This report delivers insights from which investors can take immediate action.

2017 ISSUE



DATE
8/28

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.