

AMERICA'S TOP 1,200 ADVISORS: STATE-BY-STATE

National Recognition of Regional Wealth Management Leaders

Barron's covers all 50 states plus the District of Columbia to find the top financial advisors in each area. Our listing includes advisors affiliated with the major brokerage firms, plus a strong contingent of independents. Barron's profiles the top performers and tells readers how they are managing their clients' portfolios given current market conditions.

2017 ISSUE



DATE
3/6

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.