

2017 CLASSIFIED ADVERTISING BY UNIT SIZE

Deadline and Mailing Instructions

For half page or larger, color or black & white, orders must be received 2 weeks prior to publication. Materials due 1 week prior. For all other sized units, materials & orders must be received by Monday, 12 noon EST, prior to publication. Payment must be received with order. American Express, Discover, MasterCard and Visa are accepted.

Clearly specify: "Barron's" and which issue of Barron's is being requested. Advertisers that submit material via a recognized advertising agency are entitled to a 15% agency consideration. Recognized agencies are defined as those that have been approved by Dow Jones's Credit Department.

For further information, please contact:

Maureen Lane
212.597.5981
maureen.lane@barrons.com

MB BARRON'S May 22, 2014

CLASSIFIEDS TO ADVERTISE, Call 212-597-5913 or visit WWW.ORDERAD.COM/BARRONS

FULL PAGE
10"w x 10"h
(6-column)
25.4cm x 25.4cm

\$22,192.68 COLOR
\$16,439.02 B/W

MB BARRON'S May 22, 2014

CLASSIFIEDS TO ADVERTISE, Call 212-597-5913 or visit WWW.ORDERAD.COM/BARRONS

HALF PAGE VERTICAL
4.5"w x 10"h
(3-column; 30")
11.43cm x 25.4cm

\$20,655.00 COLOR
\$15,300.00 B/W

W/WSJ COMBO
\$13,425.75 COLOR
\$9,945.00 B/W

MB BARRON'S May 22, 2014

CLASSIFIEDS TO ADVERTISE, Call 212-597-5913 or visit WWW.ORDERAD.COM/BARRONS

HALF PAGE HORIZONTAL
10"w x 4.5"h
(6-column; 27")
25.4cm x 11.43cm

\$18,589.50 COLOR
\$13,770.00 B/W

W/WSJ COMBO
\$12,083.18 COLOR
\$8,950.50 B/W

MB BARRON'S May 22, 2014

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QUARTER PAGE
4.955"w x 4.5"h
(3-column; 13.5")
12.57cm x 11.43cm

\$9,294.75 COLOR
\$6,885.00 B/W

W/WSJ COMBO
\$6,041.59 COLOR
\$4,475.25 B/W

* WSJ combo refers to the Barron's rate only, if an advertiser appears in The Wall Street Journal and Barron's. For more information on this unique opportunity, visit www.barronsmag.com. As of 1/17/17.

2017 CLASSIFIED ADVERTISING BY COLUMN INCH

The Place Where Opportunities Knock

Barron's is America's premier financial weekly, and Barron's Classifieds is the place where opportunity knocks. Our sophisticated readership encompasses high net-worth investors, financial professionals and corporate decision makers—the best place to showcase your products, services and properties.

RATES AVAILABLE NATIONALLY ONLY

Frequency rates are available.

8 issues—10% 26 issues—18%
13 issues—14% 52 issues—22%

Column Widths

1 column—1.56" 4 columns—6.65"
2 columns—3.26" 5 columns—8.34"
3 columns—4.95" 6 columns—10"

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M8		BARRON'S		May 20, 2012	
CLASSIFIEDS					
FRANCHISES		AUTOMOTIVE		BUSINESS OPPORTUNITIES	
<p>2-column x 9" (3.26"w x 9"h) \$9,180.00 B/W W/WSJ COMBO \$5,967.00 B/W</p>		BUSINESSES FOR SALE		CAPITAL WANTED	
		BUSINESS OPPORTUNITIES		REAL ESTATE	
		TRAVEL		<p>1-column x 2" (1.56"w x 2"h) \$1,020.00 B/W W/WSJ COMBO \$663.00 B/W</p>	
				<p>1-column x 1" \$510.00 B/W W/WSJ COMBO \$331.50 B/W</p>	
				<p>2-column x 4.5" (3.26"w x 4.5"h) \$4,590.00 B/W W/WSJ COMBO \$2,983.50 B/W</p>	
				<p>2-column x 2.5" (3.26"w x 2.5"h) \$2,550.00 B/W W/WSJ COMBO \$1,657.50 B/W</p>	

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2017 CLASSIFIED ADVERTISING REGIONAL RATES

When

Available every week in Barron's Classified Section (excludes quarterly Penta special reports)

What Categories

Real Estate & Franchise

Size

Full-page, 4-color, black & white

EASTERN		CENTRAL		WESTERN	
4-COLOR	B&W	4-COLOR	B&W	4-COLOR	B&W
\$11,540	\$8,548	\$6,214	\$4,603	\$4,439	\$3,288

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