

# 2019 Advertising Rates

Effective January 2, 2019

BARRON'S

## National Color Non-Contract Rates

	National	WSJ 10% Combo	30% Category Rate
Full Page	64,180	57,762	44,926
Full Page Spread Bleed	128,361	115,525	89,852
Junior Page	54,554	49,098	38,187
Junior Page Spread	109,107	98,196	76,375
1/2 Page	33,770	30,393	23,639
1/2 Page Spread Bleed	67,541	60,786	47,278
1/4 Page Square	16,891	15,202	11,823
1/8 Page	8,450	7,605	5,915
1/4 Page Horizontal	18,768	16,891	13,137
1/8 Page Horizontal	18,768	16,891	13,137
1/16 Page	4,223	3,801	2,957

\*\*15% premium charge for quarter strips over quarter page square rate.  
Eighth page strips charged at the quarter page strip rate

## Contract Volume Rates

Pages	Discount
4	4%
7	8%
10	10%
13	12%
17	14%
22	16%
26	18%
39	20%
52	22%
78	24%
104	26%
130	28%
156	30%

## Contract Frequency Rates

Issues	Discount
6 consecutive weeks	2.5%
13 per year	2.5%
26 per year	5.0%
52 per year	8.0%

## Category Rate

Automotive, Education, National Retail Products, New Issue and Financial Announcement, and Travel advertisers are eligible for a special 30% discount. National Retail includes price-point advertisements from retailers and manufacturers.

The **Category Rate** is only available nationally. Also, Category Rates do not qualify for an additional 10% *Wall Street Journal* Combination discount.

## Color

The rate for color advertising is 35% added to the national advertising rate. **Color advertising is only available nationally.**

## Guaranteed Positions

Selected guaranteed pages or positions in *Barron's*, when available, are 15% additional and are only available nationally. Top of advertising column and next to or under reading matter are 15% extra, when available.



Ad Size 4-Color	Eastern	WSJ 10% Combo	Midwestern	WSJ 10% Combo	Southwestern	WSJ 10% Combo	Western	WSJ 10% Combo
Full Page	50,317	45,286	15,853	14,268	5,006	4,505	17,072	15,364
1/4 Page Square	13,242	11,918	4,172	3,754	1,318	1,185	4,493	4,043
1/4 Page Horizontal Strip*	14,714	13,242	4,635	4,172	1,464	1,317	4,992	4,493
1/8 Page Vertical or Horizontal	\$6,624	5,962	2,087	1,878	659	593	2,248	2,024
1/8 Page Horizontal Strip*	14,714	13,242	4,635	4,172	1,464	1,317	4,992	4,493

\* Available only on select pages

Regional advertising is subject to availability. Quarter-page horizontal advertising is available only on selected pages.

### Eastern Region

Only new issue announcement, area development, retail banking, travel, retail store, school, college and seminar advertising accepted in *Barron's* Eastern Region.

### Discounts for Regional Advertising

Advertisers holding a national contract are eligible for the same volume and frequency discount levels when they advertise regionally. (However, regional advertising does not count toward fulfillment of a national contract.)

### Discounts for Multiple-Page Advertising

Units of 4 or more pages appearing in one issue of *Barron's* qualify for an additional 10% discount. Combination Rates: A 10% discount from *Barron's* advertising rates is given for advertising that appears in a Regional or National Edition of *The Wall Street Journal* or *The Wall Street Journal Europe* or *The Wall Street Journal Asia* and that also runs in *Barron's* within 30 days. *Barron's* insertion order must specify *The Wall Street Journal* insertion dates to be billed with the discount.

The Discount applies to *Barron's* space only.

The 10% combination discount may only be applied once for advertising that appears in multiple Dow Jones products and that also runs in *Barron's* within 30 days.

Ad units must be comparable in size to qualify for all combination discounts.

### Deadlines

The closing date for black-and-white national or regional advertising is Tuesday, 4:00 p.m. (ET), preceding the date of issue. The closing date for color advertising is the Wednesday two weeks prior to the date of issue. Materials must be at *Barron's* printing site by Friday, two weeks prior to the date of issue, if proofs are required, and one week prior to the date of issue if proofs are not required.

### Cross-Media Opportunities

The *Barron's* franchise offers a unique and rich array of marketing options that clients can use—either individually or in combination—to engage our influential and affluent audience.

- *Barron's* magazine, with its weekly market perspective and analyses of companies and investing trends, offers advertisers the opportunity to deliver their branded messages in a medium in which this powerful audience is focused and intensely involved.
- Barrons.com provides immediacy and one-on-one contact with its market-focused subscribers.
- *Barron's* conferences are unique and intimate environments in which sponsors can convey their messages with personal impact through face-to-face contact with attendees.

The *Barron's* sales team is ready and eager to work with clients in crafting creative media plans and packages that effectively apply the power of the *Barron's* brand to their advertising campaigns. And they will do so with a customer-centered, results-driven focus.

Call your *Barron's* sales representative to find out how *Barron's* can be a vital and effective platform for your marketing campaign.