



62%

of advisors who bought an ad in the Directory said it increased leads.

63%

of Directory advertisers stated they were satisfied with their ad.

## Barron's Top Advisors Directory

### Your Direct Link to People of Wealth

#### What is it?

A unique special advertising section showcasing current Barron's-ranked advisors. Appears 10 times a year in Barron's magazine and for 10 full months on Barrons.com. It will list you, key facts about your practice, plus your phone number, email address and the URL for your Website. Your listing will appear in alphabetical order with other Barron's-ranked advisors from your state who participate.

#### Who sees it?

Many ranked advisors tell us that, by being ranked in Barron's, they've gotten Barron's readers as terrific new clients. This advertising opportunity lets you reach those readers 10 times in print and for 10 months online from May 2016 through February 2017.

#### How big an audience?

According to independent research from the *Ipsos Affluent Study*, 657,000 affluent Americans read Barron's in print, and Barrons.com logs 803,000 affluent visitors per month. That's a total of 1.2 million unduplicated affluent people who will see your listing—at least 10 times in print and for 10 months online.

#### Is this separate from the advisor rankings?

Yes. While we feel the \$5,000 outlay will prove its worth many times over when measured in excellent new clients added to your practice, there is no pressure on you from Barron's to participate. A top advisor's participation or lack of participation in this program will have no bearing on their standing in future rankings. At Barron's, we pride ourselves on the highest ethical standards, and we will always rely on those standards to rank for our readers the very best advisors in the nation, of which you are one.

#### Okay, what's the price?

The cost to be listed in all 10 issues of Barron's and for a full 10 months on Barrons.com is only \$5,000—a significant discount off regular advertising costs.

#### Who do I talk to?

Contact your Dow Jones Reprints representative, or for additional information call: 1 800-843-0008, option 1, or email [customreprints@dowjones.com](mailto:customreprints@dowjones.com)



## Reaching 983,000 affluent readers 10 times this year in print and for 10 months online

Publishing dates in print and online:

|           |          |
|-----------|----------|
| May       | October  |
| June      | November |
| July      | December |
| August    | January  |
| September | February |

### The Barron's Audience is:

| Affluent                                | Active                            | Avid about investing                      | Devoted to Barron's  |
|---|-----------------------------------|---|--|
| \$2,891,000 average household net worth | 49% hold Top Management titles    | \$2,845,000 average household investments | 2 hrs. 2 min. average time spent reading per week            |
| \$255,000 average personal income       | 29% serve on a board of directors |   | 97% report taking some type of action after reading Barron's |

### The Barrons.com Audience is:

| Affluent                                | Active                            | Avid about investing                      | Absolutely devoted to Barron's                      |
|---|-----------------------------------|---|---|
| \$2,549,000 average household net worth | 41% hold Top Management titles    | \$2,203,000 average household investments | 7 years average number of years reading Barrons.com |
| \$241,000 average personal income       | 24% serve on a board of directors |   | 2 hrs. 16 min. average time spent reading per week  |