

Issue Date: **March 15, 2010**


Special Report:
**Review of
Online Brokers**

A Valuable Ranking for Independent Investors

While many people might expect the owners of large portfolios to be less active investors, that is not the case with the *Barron's* audience.

Remarkably, 53% of *Barron's* primary readers have a portfolio in excess of \$1 million, yet they are active traders, averaging nearly a trade a week (42 investment transactions per year). *Barron's* **Review of Online Brokers** Special News Report gives these readers the information they need to assess the services they're receiving.

And this popular issue gives advertisers the opportunity to showcase their products in an environment that is dedicated to action—and on a platform that generates response: 66.3% of *Barron's* primary readers have acted on advertising they saw in *Barron's*.

Source: *Barron's* 2007 Primary Reader Study

PRINT OPEN RATES

Full-page 4-color:	\$47,548
Full-page, B/W:	\$35,221
1/2 Page B/W:	\$18,534
1/4 Page B/W:	\$9,270

ONLINE SPECIAL NEWS REPORT PACKAGE

300,000 Barrons.com 300x250 ROS Impressions	\$16,000
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