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Special Report: Private Jets

Reach the Real Jet Set

Barron's new **Private Jets** Special News Report is guaranteed to grab the attention and capture the imagination of our large audience of affluent readers.

Barron's readers have more than a passing interest in this topic: 52.7% of *Barron's* primary readers have been a passenger aboard a private aircraft. Whether they already own their own jet, own a share, or are just starting to think about the possibility—*Barron's Private Jets* Special News Reports will get them thinking about spending money in big ways.

So no matter whether you're selling jets, jewelry or just looking to put your products and services in front of an affluent audience being stirred to action—*Barron's Private Jets* Special News Reports is a can't-miss media buy.

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
Barrons.com Front Page Roadblock	\$10,000

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