

Issue Dates: Part 1–January 18, Part 2–January 25, Part 3–February 1, 2010

Special Report: The Barron's Roundtable

The Annual Get-Together— for the World's Investors

Each year, *Barron's* brings together professional investors legendary for their stock-picking prowess to discuss their view of the market and their picks and pans. As a result, **The Barron's Roundtable** Special News Reports attract a devoted audience of affluent readers who are drawn to this discussion in search of profit-making ideas and insights.

The Barron's Roundtable Special News Reports create the ideal venue for any advertiser looking to associate themselves with action, ideas and excellence.

The Barron's Roundtable Special News Reports deliver an audience that responds to advertisements and can impact your business. 66.3% of *Barron's* primary readers have acted on advertising they saw in *Barron's*. With an average personal income of \$354,000 and average household net worth of over \$4 million, the action they take can boost your bottom line.

Source: *Barron's 2007 Primary Reader Study*

See What Others Are Seeing: The Barron's Roundtable Part 2 is a SAM Study Issue, providing you with accurate measures and invaluable insights into the impact of your advertising.

Run the Table—and Save!

Each *Barron's Roundtable* Special News Report is available individually or as part of Barron's "Run the Table" advertising package. Commit to running your advertising in all three **Barron's Roundtable** Special News Reports and you'll receive a 33% discount—it's the same as running your third advertisement free!

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

Create the Perfect Advertising Plan—and Save!

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