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Special Report: America's Top 100 Financial Advisors

Place Yourself at the Top of the List

Whether our readers are looking for a financial advisor—or looking at their own competition—*Barron's America's Top 100 Financial Advisors* Special News Report captures their attention and holds their interest. Among *Barron's* primary readers in business or the professions, 31.5% are financial planners/investment advisors.

Advertisers gain the opportunity to speak directly to active, affluent readers in an issue that gets them thinking—and acting. 97.5% of *Barron's* primary readers have taken some form of action after reading *Barron's*, and 66.3% have acted on advertising they saw in *Barron's*.

In addition, every year, *Barron's* holds a conference in honor of those who are named to this list. Adding an event to this issue creates more buzz and gives advertisers additional opportunities to associate themselves with these financial leaders.

Source: *Barron's 2007 Primary Reader Study*

See What Others Are Seeing:

Barron's America's Top 100 Financial Advisors Special News Report is a SAM Study Issue, providing you with accurate measures and invaluable insights into the impact of your advertising.

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