

## **BARRON'S**

Barron's ([www.barrons.com](http://www.barrons.com)) is America's premier financial magazine, renowned for its market-moving stories. Published by Dow Jones & Company since 1921, it reaches an influential audience of senior corporate decision makers, institutional investors, individual investors and financial professionals. With new content available every week in print and every business day online, Barron's provides readers with a comprehensive review of the market's recent activity, coupled with in-depth, sophisticated reports on what's likely to happen in the market in the days and weeks to come. As a result, Barron's is the financial information source these powerful people rely on for market information, ideas and insights they can use to increase their professional success and enhance their personal, financial well-being.

## **TRAFFIC AND CIRCULATION**

Barron's – 305,494 subscribers (Source: June 2011 ABC Statement)

Barrons.com –158,000 subscribers and more than 2 million visitors per month (Source: Barron's, Omniture)

## **EDITORIAL CONTENT**

- Covers what happens when money and markets come together — who wins, who loses, in terms of what assets (stocks, bonds, oil, gold etc.) and for what reasons.
- Barron's has two sections:
  - *The Wrap*- contains feature stories and columns that tend to focus more on what's likely to happen in the future to specific companies, sectors of the economy.
  - *Market Week*- a pull-out section, comprised of columns and departments. Typically, carries coverage and analysis of the past week's activities in the financial markets.
- Barrons.com daily online exclusive content includes 10 original articles and columns per day, video and constantly updated blogs, Tech Trader, Stocks to Watch, Income Investing and Focus on Funds.
- PENTA is targeted to "pentamillionaires" - individuals with at least five million dollars in assets.

## **HISTORY**

- Barron's introduced multi-section publication for the first time in March 1994 with the first two-section Barron's.
- Barrons.com launched as part of WSJ.com in 1996 and re-launched as standalone subscription product in January 2006.
- First four-color cover of Barron's magazine: January 1996.

## **PREMIUM PRODUCTS**

- **Daily Stock Alert** – A premium newsletter from Barron's, launched in 2008, in which subscribers receive a new stock pick every trading day from Barron's editors. Recommendations cover mega- to mid- and small-cap stocks and ETFs.
- Barron's is available on iPad, Kindle, Sony Reader and Nook.

## **CONFERENCES**

Barron's Conference Division launched in September 2005 with two major conferences, Barron's Winner's Circle Top Advisors Summit and Art of Successful Investing. Barron's acquired the Winner's Circle organization in 2008. Barron's Winner's Circle core national conferences are comprised of a series of events bringing together an invitation-only group of top financial advisors in the country. The Barron's Winner's Circle organization now holds six major conferences and multiple regional events, including:

- Top Advisors Summit
- The Art of Successful Investing

- Top Women Advisors Summit
- Investment Consultants Summit
- Top Independent Advisors Summit
- Top Advisory Teams Summit

*Updated: January 2012*