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Topics Magazine Data Advisor Penta 100 Years

Summary	DJA	S&P 500	NASDAQ	Russell 2000	Future Index	Barron's 400	U.S. 10Y
	0.03%	0.22%	0.78%	0.72%	0.40%	0.10%	2.10%
	35504.84	4458.01	14707.92	2206.83	1064.47	1034.31	1.26

TRENDING Markets Barron's Roundtable TV Boeing's Spaceship Problem When Will Covid Cases Peak? MarketBrief Buffett's Stock

Markets Retreat on Concerns Over Afghanistan, China, and Tapering

Tech stocks fell the most as investors weighed the crisis in Afghanistan, new data from China, and a report that Fed officials would pull back support in months.

- China's Slowdown Could Continue. That's Bad News for Chinese Stocks.
- Alghans Scramble to Escape Taliban
- Inflation Is Likely to Heat Up Under Senate Budget Plan

Backing Off

Stocks slid on Monday, after the Dow and S&P finished last week at record highs.

■ Dow Industrials ■ S&P 500 ■ Nasdaq

As of Aug. 16, 12:50 p.m. ET

Source: FactSet

Columnists

- EVIE LIU** **TRADER**
This ETF Will Benefit From Climate-Change Regs
- RUPERT STEINER** **TRADER**
The Biggest Winner in Rental Boom Is From G
- MAX A. CHERNEY** **TECH**
How Big Tech Can Own Metaverse

Latest

From MarketWatch and Barron's

12:49 PM ET

Honest Co. Stock Has Tanked Since IPO. Why Analysts Are Split Over What to Do Next.

12:49 PM ET

We're in the midst of an unprecedented moment

The pandemic accelerated sweeping changes both personally and financially.

It's been a catalyst for economic change with many seeing the opportunity.

**A 'Goldilocks'
Moment** for the US
Economy

Jamie Dimon, April 2021

Investors Searching
for the
Next Big Thing

UBS, 2021

Crystalizing the needs of the market

It's created an **even greater desire for expedient coverage and trusted guidance.**

And as technology and market conditions rapidly evolve, advisors and investors seek direction to navigate the future.



Advisors

Hungry for ways to improve their practice



43%

seeking educational content through media



Institutional Investors

Focused on macro trends shaping the future economy



53%

allocating funds to automation, digitization, AI



Retail Investors

Looking to gain a timely edge



1 in 2

now ponder investments weekly (vs. 35% in '19)



High Net Worth

Hunting for the next golden opportunity



72%

invested in Cryptocurrencies

Barron's delivers need to know information for all those seeking to accumulate wealth

Providing an authoritative understanding of what **propels the markets and business community**

How We Deliver:

**Incisive
Reporting**

**Exclusive
Analysis**

More than a collection of writers, our newsroom is powered by experts

Our stories aren't authored by an algorithm, they're deeply sourced by professionals with years of experience covering and/or working in specific areas.

Their collective connections and robust expertise set us apart from other sources.

Investing &
Transformation



Jack
Hough

Financial &
Capital Markets



Carlton
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Otter

Industrial &
Manufacturing



Al
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Retirement



Elizabeth
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Technology



Eric
Savitz

Economy &
Markets



Lisa
Beifuss

Because amid a sea of uncertainty, leaders light the path

Lead in

Audience

Convening an unparalleled community of advisors & sophisticated end investors

Lead in

Access

CEOs come to Barron's en masse to own the narrative & influence market perception

Lead in

Authority

Stock picks that continually beat the market **and advisor rankings that set the standard**

Audience

Barron's itself is a valuable targeting segment

Our highly coveted audience of top advisors and serious investors come to us for vision and stay for insight.

They read with intent & enthusiasm, affording you the opportunity to **influence the influential.**

 **95%** taken action based on an article

 **60%** taken action based on an advertisement



Barron's Advisors

Comprised of nearly **1 in 2** with \$500M+ AUM (surpassing NYT, Forbes, The Economist, and FT)

Account for nearly **\$1 of \$2** in AUM in U.S. - *approx. \$17 trillion*



Barron's Institutional Investors



Barron's Sophisticated, Active Personal Investors

67% of readers - *highest index vs. NYT, Forbes, Bloomberg, WaPo, The Economist & Investopedia*



Barron's High Net Worth

49% of readers with \$1M+ liquid assets - *highest index vs. NYT, Forbes, Bloomberg, WaPo, The Economist & Investopedia*

53% of readers are C-Suite - *highest index vs. NYT, Forbes, Bloomberg, WaPo, The Economist*

Access

Barron's connects with people who shape our world

Market leaders and business visionaries not only rely on Barron's for trusted content, but **as a platform to influence & shape perception.**

Our highly connected journalists and valued mediums offer the **perfect place to disseminate messaging.**

JPMorgan Chase CEO Jamie Dimon on Why His Bank Is Really Like Netflix

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AT&T CEO John Stankey Defends Dividend Cut

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EVs Are the Future, GM's Mary Barra Says. Where the CEO Sees Growth

BARRON'S

SoftBank Answered Critics With a Strong Turnaround. Its CEO Explains What Comes Next

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Authority

When Barron's speaks, serious investors listen

We pride ourselves on our ability to deliver intelligent advice and **picks that outpace the market.**

When we make a statement, whether it's backing an individual stock or ranking a collection of advisors, **the industry always takes notice.**

Investors look to us for an edge...

Barron's 2020 Stock Picks

2020 Benchmark Average



+23.66%

+11.35%

Advisors rely on us to propel their business...



*The level of sharing is extraordinary. **You will absolutely gain valuable, usable, actionable ideas** that are worth more than the cost and time invested.*

*Barron's Advisor hosts exceptional events. **I always come away feeling more educated and challenged at the same time.***



We've strengthened our proposition to meet people's needs in the most impactful moments

When COVID heightened advisors anxieties,
we chartered The Way Forward

When extreme volatility shaped day-to-day trading,
we delivered a consistent compass

When market dynamics necessitated an understanding of emerging tech,
we owned the conversation

BARRON'S
ADVISOR
THE WAY FORWARD

BARRON'S
LIVE

BARRON'S
**INVESTING
IN TECH**

This commitment to direct connection with our audience has propelled our success

From 2018 - 2021

 **173%**

Fund Manager

 **+94%**

Retail Investors

 **85%**

HNWI

Barron's can help position your brand as a leader

Trending Themes

Advisors



Actionable **Investment Strategy & Portfolio Construction** Intelligence

FA Profiles & Rankings Methodology - Learning from and benchmarking the Best

Suggested Alignments

Guides to Wealth

The Way Forward

Topic Takeovers: Markets, Growth Investing
SNRs: Advisor Rankings

Institutional Investors



Transformation & Innovation: Measuring impact on global economy & markets

Focused on **funds, company news & performance** - *(larger companies, higher profile funds)*

Topic Takeovers: Funds, Sustainable Investing, Health, Alt Investing, Investing Section

SNRs: Funds Quarterly, Top Sustainable Funds, Best Fund Families

Barron's can help position your brand as a leader

Trending Themes

Suggested Alignments

Retail Investors



Sustainability & Technology: Eager for the right investments / ones that align with values

Markets & Investing: Actionable investing tips and advice

Topic Takeovers: Funds, Income Investing, Sustainable Investing, Health

SNRs: Income Investing, Top Sustainable Funds

Markets

Investing in Tech

High Net Worth



Transformation & Innovation: Measuring impact on global economy & markets

Focused on **funds, company news & performance** - (larger companies, higher profile funds)

Guides to Wealth

Topic Takeovers: Commodities, Funds, Alts

Retirement

Markets

Investing in Tech

Print Rates

2023 National Color Gross Rates

WSJ Franchise Net Revenue Contract	Discount	Color Full Page	Color Half Page	Color Quarter Page
Non-Contract Rates	0%	\$56,796.00	\$28,398.00	\$14,199.00
\$50k-249k	5%	\$53,956.20	\$26,978.10	\$13,489.05
\$251k-449k	10%	51,116.40	\$25,558.20	\$12,779.10
\$451k-699k	20%	\$45,436.80	\$22,718.40	\$11,359.20
\$701k-1,249k	25%	\$42,597.00	\$21,298.50	\$10,649.25
\$1,251k-2,099	30%	\$39,757.20	\$19,878.60	\$9,939.30
\$2,100k+	35%	\$36,917.40	\$18,458.70	\$9,229.35

Incentives - available for all ad units

Buy 4 Get 1

Buy 6 Get 3

Buy 8 Get 6

2023 Regional Color Non-Contract Gross Rates

Non-Contract Rates	Eastern	Midwest	Southwestern	Western
Color Full Page	\$44,528.00	\$14,029.00	\$4,430.00	\$15,108.00
Color Half Page	\$22,264.00	\$7,014.50	\$2,215.00	\$7,554.00
Color Quarter Page	\$11,132.00	\$3,507.25	\$1,107.50	\$3,777.00