WELCOME TO BARRON’S

Barron’s (www.barrons.com) is America’s premier financial magazine, renowned for its market-moving stories and insights. Published by Dow Jones & Company since 1921, Barron’s is regular reading for an influential audience of CEOs and CFOs, institutional investors, financial advisors who manage billions in assets, wealthy individual investors, top-tier financial professionals, and academics. With new content available every week in print and every day online, 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. In fact, the average reader of Barron’s has an income of $135,000, net worth of $4,000,000 and 98% of readers report taking some type of action after reading.

Barron’s will help you understand the array of markets in the world, the diverse assets one can choose from and the investing strategies of professional investors. You’ll learn how to analyze an investment decision and follow how it turns out. Did it make or lose money? Why? This is knowledge that will benefit you directly.

- In the classroom, Barron’s enriches your understanding of business, finance and enables you to participate more forcefully in discussions and draft more substantive papers,
- In your career, by training you in the vocabulary of Wall Street and broadening your understanding of how corporations and capital function,
- In your own investing, by instilling an understanding of how the markets and investments work so that, when you have the sums to invest, you’ll be ready to do so profitably.

This guide offers tips on how to get started reading Barron’s. After a few weeks of exposure to real-world market coverage and analysis, you’ll find you’re absorbing the thinking and the language of Wall Street. With the market knowledge you can gain from Barron’s, you’ll become a more formidable student, a more attractive prospect to recruiters and a smarter investor.
BARRON’S IN EDUCATION

The Barron’s In Education mission is simple — to connect business with academia to enhance financial proficiency; aiding the development of the next generation of business leaders. 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 weeks and months to come.

Barron’s looks in two directions:

Its backward-glancing recap explains why the markets are moving as they are and identifies key market trends.

Its forward-looking reports identify investing opportunities unseen by the crowd. Barron’s then offers a clear analysis of why a stock is attractive to buy, or — equally important — why it should be shunned.

“Everything can be improved”

Clarence Barron
BARRON’S OVERVIEW

Below are some features you’ll find in the magazine. They represent a good way to acclimate yourself to Barron’s. This list isn’t exhaustive; it’s meant to point you in the right direction to quickly start using Barron’s and get the most value from them.

In Barron’s Market Week (recaps the market) get to know:

- The Trader reviews what happened in the stock market the past week.
- European Trader profiles economic and cross asset opportunities
- Emerging Markets covers the outlook and key opportunities
- Commodities Corner analyzes the prior week’s trading in a key commodity.
- Striking Price looks at what happened with options trading.
WORLD MARKETS

The equity market in the U.S. is the deepest, most liquid stock market in the world. Most readers are actively invested in U.S. companies. But Barron’s also covers markets around the world.

BARRONS.COM

All the content of the weekly Barron’s magazine is available online at Barrons.com. But there’s much more – online is real time, and Barrons.com provides exclusive insights and analysis throughout the entire day:

LATEST NEWS keeps you up-to-date on market developments as they occur; REAL-TIME ANALYSIS examines stocks, funds and more.

BLOGS & COLUMNS by Barron’s renowned journalists offer invaluable insight and perspective.

THE BARRONS.COM ARCHIVE is an ideal resource for class assignments and career preparation.

Like the magazine, you’ll find a robust array of market statistical data at Barrons.com. The Interactive Market Data Center brings the data to life with almost limitless data on markets, companies, bonds and more. It’s powerful tools allow you to dig into live data and learn the dynamics of the markets.

EUROPEAN TRADER searches out investing opportunities primarily in the Euro zone, but also touches on offerings in the U.K., Central Europe and the Nordic states.

ASIAN TRADER similarly seeks out opportunities in the Asian region – especially China, but also Japan, South Korea, Taiwan and other robust markets.

In addition, Barron’s regularly carries stories on specific local markets such as Brazil, Russia and Australia to identify fast- growing companies.

Barron’s finds opportunities around the globe. Importantly, it also warns U.S.-based investors of pitfalls that could trip them up when investing abroad — from currency translation losses to hidden tax consequences to government regulations or policies adverse to foreign investors. Barron’s also covers foreign companies that trade as American Depository Receipts (ADRs) on U.S. exchanges for readers who prefer to invest on a dollar-denominated basis.
Barron's takes a value approach to stock analysis, applying metrics such as price-to-earnings multiple, enterprise value, price-to-book, same-store sales year-over-year etc. You'll find that almost every Barron's company story contains the following:

A top-line description of the company – its business, leading products or services, key competitors, etc.

An explanation of the firm's business plan and analysis as to how well management is executing to it.

Key statistics on the company, such as 52-week high and low share price, market value, estimated earnings-per-share, etc.

Metrics to evaluate the stock, such as price-to-earnings ratio, enterprise value, revenue momentum, etc.

Statements for and against owning the stock, usually from a bullish money manager on one side of the trade and a bearish manager on the other.

A clear opinion of Barron's take on the stock.

THE BARRON'S BOUNCE
Stocks mentioned positively in Barron's on Saturday often trade actively and rise in value on Monday. It's happened regularly for so many years that Wall Street players have a name for it. It's called the "Barron's Bounce," and it signifies the influence the magazine has on investors and traders.

LEARN FROM THE MARKET MASTERS

In addition to feature stories and columns from the Barron's staff, you'll find an abundance of insights and tips from seasoned pros on successful stockpicking. In each issue and regularly online you'll find:

A profile of a successful money manager that summarizes his or her investing strategy, analyzes the fund's performance, looks at picks and pans and articulates investing themes the manager sees playing out in the markets.

An interview with a successful equity strategist, hedge fund manager, mutual fund manager or economist who offers a "big picture" look at macro trends that could affect investors and delivers practical advice on how to deal with them.

Barron's publishes its annual classic, The Roundtable, every January. Barron's brings together a group of the sharpest minds on Wall Street to discuss what's likely to happen in the year to come. They reconvene at mid-year to see how their forecasts are panning out and how they may have shifted their investing strategy as a result.
THE LEARNING CONTINUES

Master the subjects highlighted in this guide. Then, when you’re comfortable navigating Barron's and Barrons.com, you’ll be prepared to dig deeper into what’s there:

- Hedging strategies using options, sector analyses, third-party research reports and much more in print.
- Real-time blogging on company news and earnings, screens for grading stocks, exhaustive data on bonds, ETFs, currencies and much more online.
- You’ll find yourself growing in knowledge and confidence as you grow more accustomed to Barron's. Investing is a constantly shifting process that requires energy and focus. The best investors got that way through years of experience, learning both from their successful trades and especially from the losers that cost them money but earned them wisdom.
- Through Barron's and Barrons.com, you have access to much of that wisdom. Barron's can accelerate your progress along the learning curve to becoming a market master. We encourage you to activate your complimentary Barron's digital subscription and take full advantage of the Barron's in Education program your school has partnered in bringing to you.