

## THE WALL STREET JOURNAL

### BACKGROUND

Founded July 8, 1889, The Wall Street Journal is the world's leading business publication. The Wall Street Journal's goal is to help readers around the world succeed by providing essential and relevant information, presented fairly and accurately.

### AVERAGE CIRCULATION

- The flagship publication of Dow Jones & Company, the U.S. print Journal has a total print circulation of nearly 2.1 million<sup>1</sup>, higher than ever before, reaching the nation's top business and political leaders, as well as investors across the country
- The Wall Street Journal has a total global paid circulation of 2.7 million in print and online; it reaches a growing base of demographically desirable readers; publications that are part of The Wall Street Journal global franchise include The Wall Street Journal Asia, The Wall Street Journal Europe and The Wall Street Journal Online ([www.wsj.com](http://www.wsj.com)), the largest paid subscription news site on the Web

### OPERATIONS

- The Wall Street Journal has a global news staff of more than 600, part of the full resources of the Dow Jones network of nearly 1,900 business and financial news staff world-wide
- U.S. printing plants: 17

### SUBSCRIBER/READER PROFILE

- *Top management:* Nearly 60%<sup>\*</sup>
- *Average time spent reading the Journal:* 54 minutes a day — substantially higher than the average reading time of any other daily in the market
- *Average individual employment income:* \$191,000
- *Average household net worth:* \$2.1 million

<sup>\*</sup>Based on those who are employed

### CONTENT

- Section One: U.S. and international corporate news, political and economic reporting
- Marketplace (section two, Monday-Friday): Includes coverage of the health and technology and media and marketing industries
- Money and Investing (section three, Monday-Friday; section two, Saturday):
- In-depth coverage and analysis of international financial markets
- Personal Journal (section four, Tuesday-Thursday): The "Business of Life" covering personal investments, careers and cultural pursuits
- Weekend Journal (section four, Friday): Explores issues of personal interest to business readers including real estate, travel and sports
- Pursuits (section three, Saturday): Contains stories that offer editors' picks about topics such as personal health and fitness; cars and travel; fashion and food; gadgets and education; and entertainment and shopping
- Regular press capacity of the Journal: 96 pages
- Special reports: 45 scheduled for 2005
- First two-section Journal: June 23, 1980
- First three-section Journal: Oct. 3, 1988
- First Weekend Journal: March 20, 1998

Launch of Today's Journal, which included both the addition of Personal Journal and color capacity to the Journal: April 9, 2002