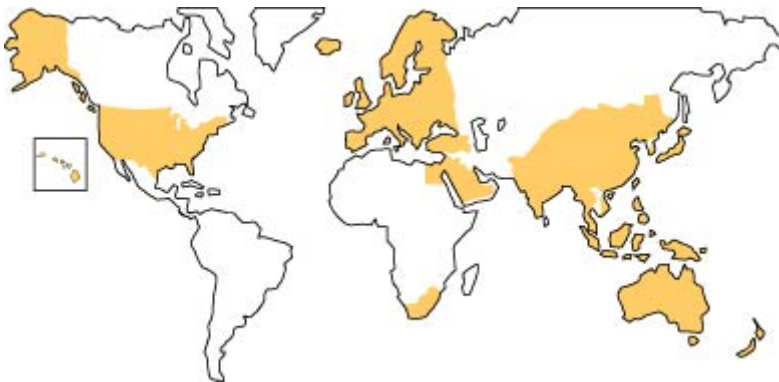


Circulation / Audience

Global Circulation

The Global Edition includes the The Wall Street Journal, The Wall Street Journal Asia and The Wall Street Journal Europe, each published Monday through Friday.

Circulation: 1,917,472



Sources: ABC 3/05; ABC Hong Kong, 6/30/05;
ABC UK, 6/30/05

Circulation / Audience

Business Profile

The Journal is #1 in coverage of top management executives among the leading business publications and national newspapers (Business Week, Forbes, Fortune, USA Today and The New York Times).



Business Profile	Comp (%)
Top Management	32.8%
Top/Middle Management	46.7
Middle Management	13.8
Professional	15.7
Professional/Managerial	63.5
Management Owner/Partner, Pres/CEO/COO, Other Co-Officer, Director, Dept. Head or Manager	33.4

Source: 2005 Mendelsohn Affluent Head of Household Survey, HHI \$85K+

Circulation / Audience

Personal Profile

According to the 2005 Mendelsohn Affluent Head of Household Survey (HHI \$85K+), the profile of The Wall Street Journal's total affluent audience (3,177,000) is stronger than ever. Here's a look at some highlights from the study:



Male/Female:	69/31%
Average Age:	51
Graduated College or More:	78%
Average HH Income:	\$224,205
Average Personal Income:	\$115,356
Average Value of Principal Home:	\$541,278
Average Value of Total Real Estate:	\$846,466
Average HH Assets (excluding principal home):	\$1,742,577
Average HH Assets (including principal home):	\$2,262,100
Average Value HH Total Funds:	\$339,813
Average Value Total HH Securities:	\$804,305

Revised 29/12/05