

**The Wall Street Journal** offers advertisers more marketing power and creative flexibility than ever.

◆ **Business...** The Journal's unequalled coverage of business and finance draws millions of the world's most influential business decision makers to our pages – and to your advertising in those pages. Each day, senior executives, government leaders, institutional investors, analysts, venture capitalists and a broad range of other opinion makers turn to The Journal for trusted information and insight.

◆ **... And the Business of Life.** Expanded coverage of leisure and lifestyle makes The Journal equally effective when used for campaigns aimed at consumers. From Personal Journal to the trend-setting Weekend Journal on Fridays, The Journal serves as an efficient platform for every kind of campaign aimed at affluent adults.

◆ **Weekend Edition.** Launched in September 2005, The Wall Street Journal Weekend Edition brings authoritative coverage of business and economic news as well as a focus on life's pleasures and passions. It arrives on readers' doorsteps on Saturday morning, when they are relaxing and making decisions on purchases for the biggest shopping day of the week. A brand new section, "Pursuits," spotlights leisure-time decisions: what to see, what to buy, what to read, what to eat, what to watch, where to go and how to get there, offering original ideas, lists, picks and reliable advice.

◆ **Compact Journal.** In October 2005, The Journal launched a new, 24/7 print/online business news and information solution outside the U.S. The Wall Street Journal Asia and The Wall Street Journal Europe became the first pan-regional newspapers to publish in a compact format. This new format adapts to the way today's mobile business people get their news – with more concise, easier to navigate editorial and increased online integration with WSJ.com. For advertisers, this new format means more integration, more opportunities, more adjacencies, more color, and higher impact to help maximize your advertising investment.

◆ **Print & Online.** This year marked new heights in the alignment of the Wall Street Journal franchise across print and online both editorially and to meet the evolving needs of advertisers. With the acquisition of MarketWatch in January 2005, Dow Jones became the largest online publisher of proprietary business news, financial and investing information, offering consumers an unparalleled range of business content, and providing advertisers a wide range of options to reach the most desirable business audience on the Web.

◆ **Integrated Solutions.** The Wall Street Journal and Dow Jones Integrated Solutions [DJIS] have pioneered a series of innovative, integrated and customized advertising programs that combine the

power of The Journal with other Dow Jones media properties. From print, online and broadcast to a wide range of custom services including events, research, direct marketing and custom publishing, DJIS delivers customized programs uniquely designed for our clients.

◆ **High Impact.** The Wall Street Journal allows advertisers a wide array of high-impact advertising units, from multiple-page events, unique layout designs and a variety of unit sizes for black & white as well as color advertising.

Readers turn to The Journal for trustworthy information on how to succeed in both business and the business of life. Whatever your message, whether business or consumer, The Wall Street Journal is the place to reach an influential, affluent and engaged audience.

## Circulation

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The Global Wall Street Journal  
Print Circulation — **1,917,472**

The Wall Street Journal U.S.  
Print Circulation — **1,750,412**

The Wall Street Journal Online  
Circulation — **774,000**

Sources: ABC U.S. 3/05; ABC UK 6/30/05; ABC Hong Kong 6/30/05;  
WSJ.com paid subscribers as of 9/05

*For more information, visit our Advertising Sales Web site  
at [advertising.wsj.com](http://advertising.wsj.com).*

On Mondays, The Wall Street Journal brings its readers The Journal Report – comprehensive, informative and insightful looks at various topics from Business to the Business of Life.

The Journal Report offers many exciting advertising opportunities, including expanded consumer-topic reports from sports to home to health. Contact your Journal sales representative for issue dates and information.

### **The Journal Report 2006**

#### *Business...*

- Technology (8 issues)
- Mutual Fund Review (Quarterly and Monthly)
- Stock Market Review (Quarterly)
- Small Business (4 issues)
- Leadership (2 issues)
- Corporate Governance
- Year-End Review of Markets & Finance
- Top 50 Women to Watch
- Shareholder Scoreboard
- The Top Business Schools
- The WSJ 350: A Survey of CEO Compensation
- Best On the Street Analysts

#### *... and the Business of Life.*

- Encore / Retirement (6 issues)
- Your Money Matters (4 issues)
- Personal Health (2 issues)
- Golf
- NCAA Basketball

The Wall Street Journal is published Monday to Saturday, except on the days listed below.

### **The Wall Street Journal**

#### *Non-Publishing Days*

January 2	New Year's Day (observed)
February 20	Presidents' Day
May 29	Memorial Day
July 4	Independence Day
September 4	Labor Day
November 23	Thanksgiving Day
December 25	Christmas Day

The Wall Street Journal Asia and The Wall Street Journal Europe are published Monday to Friday, except on the days listed below.

### **The Wall Street Journal Asia**

#### *Non-Publishing Days*

January 2	New Year's Day (observed)
January 30, 31	Lunar New Year (observed)
April 14	Good Friday
April 17	Easter Monday
December 25	Christmas Day
December 26	Boxing Day

### **The Wall Street Journal Europe**

#### *Non-Publishing Days*

January 2	New Year's Day (observed)
April 14	Good Friday
April 17	Easter Monday
May 1	Labor Day
June 5	Whit Monday
December 25	Christmas Day
December 26	Boxing Day

**Act Global. Think Journal.**

Once a business had to worry only about local competition. Then, national. Now, the important arena is increasingly global. Thinking beyond borders is an essential responsibility for today's corporate managers.

With the world becoming smaller, overseas markets should be easy to reach. But executing market-specific communications programs around the globe can be cost-prohibitive and challenging to coordinate. That's why an increasing number of trans-national corporations look to a new category of media: global publications that offer them ease of buying, assurance of quality and reasonableness of cost.

One name stands atop this new category: The Wall Street Journal.

With a combined audience of 3.2 million, The Journal's Global Edition is the world's leading business publication. Comprising The Wall Street Journal, The Wall Street Journal Asia and The Wall Street Journal Europe, the Global Edition is by far the best way for global marketers to reach the world's business leaders, active investors and affluent consumers. Each publication is strong in its own right; their numbers speak for themselves. But combined, the Global Edition can be a uniquely powerful, cost-effective and convenient vehicle to reach the world's most influential business decision makers and affluent consumers.

	<b>WSJ</b>	<b>WSJE</b>	<b>WSJAsia</b>
<b>Influential</b>			
Top management*	59.3%	69.9%	71.7%
Manage or influence flow of corporate funds for own company or other*	32.9%	43.1%	43.2%
<b>Affluent</b>			
Average HH income	\$233,500	\$305,700	\$230,000
Average HH net worth	\$2,051,700	\$2,502,200	\$1,788,000
<b>Involved</b>			
Average time spent reading	54 minutes	42 minutes	52 minutes
Taken action as a result of Journal advertising	72.4%	59.6%	65.8%

We are proud of our global audience and look forward to working with you to deliver results for your global business.

**Act Global. Think Journal.**

Each day the world's decision makers wake to read the business news in The Wall Street Journal whether in Asia, Europe or Latin America.

- ◆ Published in Hong Kong, The Wall Street Journal Asia captures the pulse of some of the most dynamic business markets in the world.
- ◆ Published in Brussels, The Wall Street Journal Europe provides daily business news throughout Europe, the Middle East and into some portions of Africa.
- ◆ Available in 18 top-quality general interest newspapers throughout Mexico, South America and Central America, The Journal Americas is the premier source of daily global finance and business news in Spanish and Portuguese.

The Wall Street Journal Asia and The Wall Street Journal Europe reach a high-quality business and affluent consumer audiences. Advertising in the Global Wall Street Journal can help you reach the world's best travelers, the world's most active luxury consumers and the world's most important investors.

	<b>WSJ</b>	<b>WSJE</b>	<b>WSJAsia</b>
<b>World's Best Travelers</b>			
Flew airline in past 12 months	85.7%	89.0%	91.2%
Business or first class selected for business flights over 4 hours	38.5%	74.1%	76.4%
<b>World's Most Active Luxury Consumers</b>			
Average expenditure on watches/fine jewelry in the past year*	\$3,404	\$3,695	\$4,500
Average expenditure on men's & women's apparel in the past year*	\$3,418	\$4,045	\$3,780
<b>World's Most Important Investors</b>			
Have HH investments of \$1 million+	37.2%	44.3%	40.0%
Use a financial advisor	64.1%	59.3%	57.4%

Using The Journal, you reach a high-quality global audience unsurpassed by any other publication.



**Circulation: 1,691,142**

The Wall Street Journal Americas is the largest pan-regional business advertising medium in Latin America and the premier source of daily global business and financial news in Spanish and Portuguese. Published as part of the business sections in 18 leading general-interest newspapers across Latin America, The Journal Americas is a must-read for business decision makers, opinion leaders and affluent consumers. Days of publication are as follows:

- ◆ Monday through Friday in Argentina, Brazil, Chile, Colombia, Dominican Republic, Ecuador, El Salvador, Honduras, Mexico, Nicaragua, Panama, Peru and Venezuela.
- ◆ Mondays in Costa Rica.
- ◆ Tuesdays in Guatemala and Paraguay.
- ◆ Weekend Edition available in some markets. Contact your local sales representative for more information.

**Two Great Brands. One Amazing Opportunity.**

Dow Jones Online is the Web's largest publisher of original business news and financial information. Led by two of the most respected Internet brands, The Wall Street Journal Online and MarketWatch, Dow Jones Online offers editorial coverage and innovative advertising solutions that are second to none.

For advertisers, a partnership with Dow Jones Online means access to one of the most coveted audiences in the marketplace. The combination of WSJ.com, MarketWatch and other Dow Jones topical sites yields nearly 13 million unique users each month, including influential business and financial decision makers, top opinion leaders, and the affluent set.

The brands of Dow Jones Online are a daily must-read for our loyal audience. Readers rely on Dow Jones Online to stay ahead and to help them make decisions that affect their professional and personal lives.

	<b>Dow Jones Online</b>
Average monthly unique users	12.5 million
Average daily unique users	1.1 million
Average age	46
Males	65.3%
College graduate/post-college graduate	68.4%
Employed full time	58%

Sources: WSJ.com internal reporting; Nielsen/NetRatings @Plan, Winter 2005/2006 Release; Millward Brown/Intelliquest, CIMS v12.0 November 2005 Release; 2003 WSJ.com Subscriber Study

## Unbiased. Credible. Authoritative.

With the highest quality information on the Internet and a paid audience of close to 800,000\* executives, opinion leaders and other upscale professionals, The Wall Street Journal Online is the largest and most successful subscription news site. In addition to offering global content from the print editions of The Wall Street Journal, the site goes much deeper, providing round-the-clock business news and information, as well as interactive features available only online. The powerful connection between the Online Journal and its loyal “blue chip” audience makes the site an indispensable venue for advertisers.

	WSJ Online
Paid subscribers*	774,000
Average monthly unique users	4.6 million
Average daily unique users	376,000
Average age	49
Males	81.9%
College graduate/post-college graduate	91.4%
Employed full time	80.3%
Top management	54%
Average household income	\$215,600
Average individual employment income	\$161,300
Research products online	92.8%
Online every day	77.4%

Sources: WSJ.com internal reporting; Nielsen/NetRatings @Plan, Winter 2005/2006 Release; Millward Brown/Intelliquest, CIMS v12.0 November 2005 Release; 2003 WSJ.com Subscriber Study

## Other Sites in the WSJ.com Network

**Barron's Online** – Offers original market commentary and daily investment ideas throughout the trading week, plus access to current issues and archives of the popular print edition.

**OpinionJournal.com** – Smart, insightful, original commentary on the most critical topics facing the country, the global economy and the business community.

**RealEstateJournal.com** – The top source for information on upscale residential properties and commercial real estate.

**StartupJournal.com** – Helps entrepreneurs and small-business owners survive and grow in today's competitive business environment.

**CareerJournal.com** – Offers premier editorial features, advice and tools for executive, managerial and professional job seekers.

**CollegeJournal.com** – The top online guide for career-minded, executive-track college students.

\*As of September 30, 2005

## Essential. Trusted. Colorful.

MarketWatch is the largest publisher of original financial news on the Web. The site provides more than five million investors each month with an essential mix of up-to-the-minute business news, market information, insightful commentary and analysis tools that help them stay ahead.

The MarketWatch editorial team includes journalists in nine bureaus around the world, providing 24/7 coverage. Reporters use a proprietary publishing tool that enables them to break stories quickly, often ahead of major newswires, giving investors an edge. Advertisers can reach an affluent, well-educated, Internet-savvy audience in a rich editorial environment with the most creative and innovative ad solutions anywhere.

	<b>MarketWatch</b>
Average monthly unique users	5.2 million
Average daily unique users	542,000
Average age	47
Males	68.4%
College graduate/post-college graduate	65.9%
Employed full time	66.3%
Business decision makers	35.7%
Online every day	70.8%
Business technology influencers reached in 30-day period	1.6 million
Average total technology expenditures planned, next 12 months	\$176 million

*Sources: WSJ.com internal reporting; Nielsen/NetRatings @Plan, Winter 2005/2006 Release; Millward Brown/Intelligence, CIMS v12.0 November 2005 Release; 2003 WSJ.com Subscriber Study*

## Other Sites in the MarketWatch Network

**BigCharts** (bigcharts.com) – The world’s most comprehensive and easy-to-use investment-research site, providing access to stock-research tools as well as breaking market news and commentary.

**Virtual Stock Exchange** (virtualstockexchange.com) – A valuable, risk-free training ground for thousands of new and experienced investors, in which users compete in private leagues for prizes and bragging rights.

**Powerful Resources. Meaningful Results.**

Whether your goal is to reach business decision makers, affluent consumers or investors who move markets, Dow Jones Integrated Solutions provides our clients with the unique opportunity to combine the power of The Wall Street Journal with other Dow Jones media properties.

**Cross-Platform Messaging**

From print, online and broadcast, to a wide range of custom services including events, research, direct marketing and custom publishing, Dow Jones Integrated Solutions will deliver your engaged target audience in a customized program designed uniquely for you.

**Custom Programs**

Dow Jones Integrated Solutions applies a “full-service” approach from concept development through execution to ensure the program’s success. Our partnership philosophy is to begin with a thorough understanding of our clients’ unique business needs and specific marketing objectives.

The Dow Jones global media platform offers consistent content with unmatched reporting and credibility across all media platforms. Our custom programs are designed to deliver ROI and media efficiencies for any set of client objectives, from branding to awareness to lead generation and sales.

**Results**

Dow Jones Integrated Solutions believes that rigorous, third-party measurement is critical to understanding the success of any integrated program. Dow Jones is committed to results accountability and develops metrics to measure each component of the campaign and convey the impact of the integration itself – the additional lift of all of the elements working in tandem.

**Growth Delivers Efficiencies**

Dow Jones has established a “Growth Reward” program to extend an additional benefit to those partners who commit additional media dollars as part of an integrated program. The program provides a pricing incentive with various levels based on incremental revenue commitment across Dow Jones.

To see case studies of programs Dow Jones has put together, please visit <http://www.DowJones-IS.com>.

## The Dow Jones Portfolio

### Print

- ◆ **The Global Wall Street Journal**, including the U.S., European, Asian and Latin American editions, delivers global business news with regional relevance.
- ◆ **Barron's** delivers forward-looking market insights to a loyal audience of top managers at home on the weekend.
- ◆ **SmartMoney**, a monthly personal finance publication produced in partnership with Hearst, has been awarded multiple National Magazine Awards.
- ◆ **The Wall Street Journal Weekend Edition** puts the past week in perspective and prepares for the week ahead; includes "Pursuits," a new lifestyle section devoted to helping readers get the best out of life.
- ◆ **The Wall Street Journal Sunday** is the largest personal-finance publication in the U.S., reaching more than 17 million readers.
- ◆ **The Wall Street Journal Hispanic Edition** is published in Spanish every week within leading U.S. community newspapers. It targets business and community leaders in key Hispanic markets.
- ◆ **The Wall Street Journal Classroom Edition** is a student newspaper that builds basic business and economic literacy among high school students and empowers practical learning in classrooms using real-world examples.
- ◆ **Ottaway Newspapers** forms a network of daily, Sunday and weekly publications reaching over a million local readers.
- ◆ **Far Eastern Economic Review** is Asia's premier monthly business magazine, reaching a high-profile audience of decision makers.
- ◆ **Caijing**, a special quarterly Dow Jones section with independent reporting on China's economy and the impact of economic reforms on society in the most respected financial journal of China's business community.
- ◆ **Money Journal**, special Dow Jones news and analysis section with selected Dow Jones articles translated into Chinese in the monthly Chinese-language personal finance magazine published in Mainland China targeting affluent business professionals.
- ◆ **Vedomosti**, a partnership with Pearson PLC and Independent Media, is the only independent Russian-language business newspaper.

### Online

- ◆ **The Wall Street Journal Online** is the #1 business-news site on the Web, offering the most powerful environment for online advertising, outperforming market norms in message association where the average lift is almost three times higher than the rest of the industry.
- ◆ **MarketWatch** is a global leader in creating and delivering fast, accurate and useful financial information, helping people make and save money using a unique, comprehensive, and analytical combination of real-time news, features and invaluable finance tools.
- ◆ **SmartMoney.com**, a destination site for fiscally savvy consumers, offers the most powerful financial tools on the Web.
- ◆ **Barron's Online**, an extension of America's premier financial weekly, offers exclusive editorial features, commentary and investment ideas throughout the week.
- ◆ **Chinese.WSJ.com** delivers international business and financial news in Chinese – with updates around the clock and reaches a high-quality audience of influential, affluent and tech-savvy Chinese business executives and governmental leaders.

### Broadcast

- ◆ **The Wall Street Journal Radio Network** attracts “appointment” listeners each morning, highlighting the top business and financial stories with updates throughout the day.
- ◆ **CNBC** and Dow Jones have a global partnership offering with Wall Street Journal content regularly appearing within CNBC programming. CNBC provides exclusive reports on and from financial markets around the world in real time and breaks the stories that matter most to your investments.

### Custom

- ◆ **Custom Solutions** from SmartMoney is an award-winning custom publishing group that provides “breakthrough” business-to-business and direct-to-consumer communications.
- ◆ **Dow Jones Financial Information Services** produces publications, databases, electronic media and conferences serving the venture capital, private equity and corporate sectors; FIS includes a custom newsletter capacity.
- ◆ **Dow Jones Special Advertising Sections** provide custom-tailored, complementary content to create a powerful context for your message.
- ◆ **Dow Jones Conferences** delivers unique, high-quality executive summits, forums, webinars, and custom events in which CEOs and senior managers address critical business issues and strategic developments.