THE WALL STREET JOURNAL.
Own
A SPECIAL ADVERTISING SUPPLEMENT

New York

Own provides brokers, agents, developers and destination properties the ideal platform to showcase their distinctive properties in the Greater New York region. With two seven issues dedicated to this region, Own gives advertisers the outlet to reach a targeted Journal audience in this important feeder market.

CIRCULATION

New York Region: **245,000**

GREATER NEW YORK:

Average age: **53**

Average HHI: **$350,600**

Individual employment income: **$292,300**

% own their residence: **82%**

% seasonal/weekend homes: **26%**

Value of main residence: **$1,611,000**

Plan to acquire a property within the next five years: **40%**

% condo as primary residence: **28%**

% condo as secondary residence: **36%**

SPECIAL ADVERTORIAL CONTENT FOCUSED ON REAL ESTATE

PRICING PACKAGES	Regular Rate	Charter Rate	Frequency Charter Rate 3x	Frequency Charter Rate 5x	Frequency Charter Rate 7x
Front Cover Package *Includes Front Cover, Table of Contents, Two Page Spread, Full Page Run of Book & Inclusion in Advertorial Feature**	$50,500	$30,500	$27,450	$25,925	$22,875
Back Cover Package *Includes Back Cover, Two Page Spread, Full Page Run of Book & Inclusion in Advertorial Feature**	$40,250	$25,000	$22,500	$21,250	$18,750
Front Inside Cover Package *Includes Front Inside Cover Spread, Full Page Run of Book & Inclusion in Advertorial Feature**	$30,250	$21,000	$18,900	$17,850	$15,750
Inside Back Cover Package *Includes Inside Back Cover Spread, Full Page Run of Book & Inclusion in Advertorial Feature**	$30,250	$21,000	$18,900	$17,850	$15,750
Buy 1 Page, Get 2nd Page in Same Issue for Half Price	$15,250	$13,250	$11,925	$11,263	$9,938
Full Page	$10,200	$9,000	$8,100	$7,650	$6,750

BONUS DISTRIBUTION AT SELECT WALL STREET JOURNAL EVENTS

**Participation in an advertorial package requires an additional 30 day lead time*

For more information please contact Joseph Lippens at 212-597- 5949 or joe.lippens@wsj.com.

Source: 2010 Wall Street Journal Subscriber Study; 12/10 ABC Statement

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