Rates & Specs

2012

CIRCULATION: 5,969,894

The Wall Street Journal Sunday is the largest personal finance publication in the country. Appearing weekly within the business sections of leading Sunday newspapers across the nation, it reaches involved investors and active consumers through the pages of their "hometown" newspapers.

Original content written by The Wall Street Journal's news staff covers topics from personal investments, college and retirement planning to auto financing, from technology tips to personal and parental health care. Readers use Sunday Journal for guidance on family finances, business matters and personal affairs to make plans and take action.

AD SIZE	OPEN RATE	CPM
Full Page	$150,100	$24
2/3	126,240	20
1/2	94,680	15
1/3	63,120	10
1/4	47,520	7
1/6	33,120	5

All units smaller than 1/6 page will be billed at $1,639 per column inch.

Minimum size: 8 column inches. Subject to availability. All Sunday Journal net revenue will accrue to fulfillment of existing Wall Street Journal net revenue contracts. The contracted advertising must run in calendar year 2012.

Frequency and additional Wall Street Journal combination discounts may apply. Circulation subject to change.

PAGE MAKEUP

DECIMAL INCHES
10.45(w) x 19.62(d)

COLUMN WIDTH MAKEUP

COLUMNS	DECIMAL INCHES	MILLIMETERS
1	1.56	39.624
2	3.35	85.09
3	5.125	130.175
4	6.87	174.498
5	9.15	232.41
6	10.45	265.43

DEADLINES

Insertion: 9 days prior to insertion date (Friday 12:00 noon ET).

Materials: 5 days prior to issue date (Tuesday 12:00 noon ET).

MATERIAL SUBMISSION

Refer to page 27 of the 2012 General Rate Card at wsjmediakit.com for submission guidelines. Please be sure to note your ad is for The Wall Street Journal Sunday when submitting.

For more information, please contact your Journal sales representative or visit wsjmediakit.com.

Sources: ABC Publisher's Statement, Average Combined Circulation, 3/11 and 9/11

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