

The Newspaper

The Wall Street Journal Europe at a glance

The Wall Street Journal Europe's provocative and intelligent reporting provides up-to-the-minute coverage of economics, business and international affairs. With lively analysis that informs and enlivens the debate, The Wall Street Journal Europe sets the agenda for the region's business and finance elite.

AUDIENCE

Circulation **74,800**
Readership **224,400**

DEMOGRAPHICS

Male **85%**
Average Age **49 years**

INFLUENTIAL

Top Management **66%**
Budget Controlled Annually **\$84.7 million**

AFFLUENT

Average personal income **\$291,000**
Average household income **\$335,000**
Average household net worth **\$2,743,000**
Average value of investments **\$2,300,000**

ENGAGED

Average subscription length **7 years**
Average time spent reading **46 minutes**
Responded from ads **63%**

Source: Audit Bureau of Circulation January - June 2011; Subscriber Study 2010



The Daily Sections

ECONOMICS & POLITICS

Drawing from our bureaus across the globe, the day's top economic and political news and analysis, with regionally themed pages for Europe, the U.S. and the World provide a digest of the main events. Our regular columns include Agenda, Brussels Beat and Capital Journal, offering insight on what has just happened - and what might happen next.

BUSINESS & FINANCE

Corporate and financial news from around the world, for a readership that thinks globally. The Wall Street Journal's coverage goes behind the headlines, with unique authority, while intelligent graphics put the numbers in context.

PERSONAL JOURNAL

Understanding our readers have a life beyond the boardroom, Personal Journal sheds light on these areas where personal and business interests overlap.

- MONDAY:** Technology
- TUESDAY:** Management
- WEDNESDAY:** Health
- THURSDAY:** Life/Work
- FRIDAY:** Business Travel

HEARD ON THE STREET

Heard On The Street takes a short but very sharp look at the news and topics that are moving markets and provides a mix of agenda-setting analysis and commentary that pulls no punches. It's a must-read for financial professionals, corporate decision-makers and investors.

Life & Style

WEEKEND JOURNAL

Every Friday, Weekend Journal helps our discerning readers make the most of their leisure time, gently guiding them toward the must-see, read, eat, drink and wear. Our pullout section is a complete change of pace, covering arts and culture, food and drink, property, travel and style.