Fact Sheet

GREATER NEW YORK
When Stress Is Good for You
THE WALL STREET JOURNAL.
What's News—
Justices Rein In Police On GPS Trackers
Romney on the Attack
Changes Electoral Math, Pulls Show Gingrich in Front in Florida

FOUNDED: July 8, 1889

PUBLISHED BY: Dow Jones & Company

CEO: Lex Fenwick

EDITOR IN CHIEF: Robert Thomson

GLOBAL NEWS STAFF: Employs more than **2,000** journalists in over **58** countries.

PULITZER PRIZES: **34** Pulitzers

MISSION STATEMENT: Our mission is to produce fair-minded, enterprising, well-crafted journalism that helps readers to understand their world. From markets and business to the political, economic and cultural forces that shape our age, we tell readers much more than what happened yesterday – we tell them what it means and what's likely to come next.

FREQUENCY: Daily, Monday-Saturday

SECTIONS:

MONDAY	TUESDAY – THURSDAY	FRIDAY	SATURDAY
Section A	Section A	Section A	Section A
Marketplace	Marketplace	Marketplace	Business & Finance
Money & Investing	Money & Investing	Money & Investing	Review
	Personal Journal	Arena	Off Duty
		Mansion	

TOTAL AUDIENCE: **3,059,000** affluent readers

PAID CIRCULATION: **1,566,027** copies

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Male/female ratio:	**68% / 32%**
College degree or higher:	**79%**
Age 25-54:	**49%**
Average age:	**49**
Average HHI:	**$271,697**
Average net worth:	**$1,430,271**
Employed:	**77%**
Top management:	**28%**
Average reading time (per weekday issue):	**58 minutes**
Average reading time (per weekend issue):	**69 minutes**
Average subscription length:	**9 years**
Acted on ads seen in The Journal:	**68%**

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WSJ. Magazine
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The Wall Street Journal Americas
The Wall Street Journal Sunday
The Wall Street Journal Office Network
The Wall Street Journal Radio Network

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Sources: March 2012 ABC Publisher's Statement; 2012 Mendelsohn Affluent Survey, HHI $100K+; 2010 WSJ Subscriber Study; 2012 WSJ Weekend Feedback Study

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