



# WSJ Print

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An enduring platform

# The Wall Street Journal... **in print.**

*A platform where we...*

**Lead** in scale...

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**Engage** our audience...

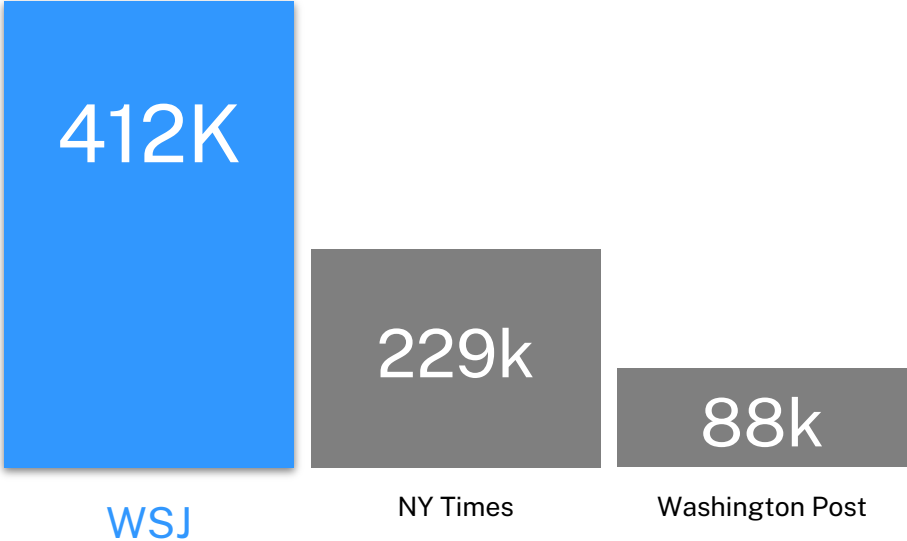
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**Inspire** action...



# Unmatched **distribution**. Unrivalled **credibility**.

WSJ remains the nation's largest newspaper.



Source: As reported to AAM M-F print average, March 2025; 2024 Kantar Media Reactions Study



*In an increasingly fractured media landscape,  
there are fewer and fewer places where  
advertisers can reach this kind of scale and  
coverage in a single, shared context.*

***WSJ print endures as one of those  
places because it works - both for  
readers and for advertisers.***



**JOSH STINCHCOMB**  
CHIEF REVENUE OFFICER

THE WALL STREET JOURNAL | BARRON'S GROUP

# Powered by a premium, loyal audience.

66%

nearly  
1 in 4

\$4.3M

Business decision makers

C-Suite executives

Average household net-worth

# Among them, the Chief Executive.

The Wall Street Journal print making an impression on the nation's top decision-maker



# WSJ print is an essential platform.

Keeping readers engaged.

*Among our total readership...*

Starting each  
morning

7-9 AM

Largest time frame spent  
reading WSJ in Print

Securing reader's  
attention

46 min.

Average time spent reading  
WSJ in Print on Weekday

Staying top of  
mind

9 in 10

Readers are highly  
satisfied with WSJ in print



**I've read the WSJ  
basically cover to cover  
every day since I was in  
college...**

**... it lets you connect dots  
that other people can't.**

Scott Kirby  
CEO, United Airlines  
*Future of Everything 2025*

A **memorable** platform  
that **inspires** action.

**74%**

Ad recall vs.  
49% print median

**3 in 4**

Take action on  
WSJ print advertisements

Source: WSJ | BG Intelligence April 2023 Proprietary 360/Day in the Life Study; total n=1,391

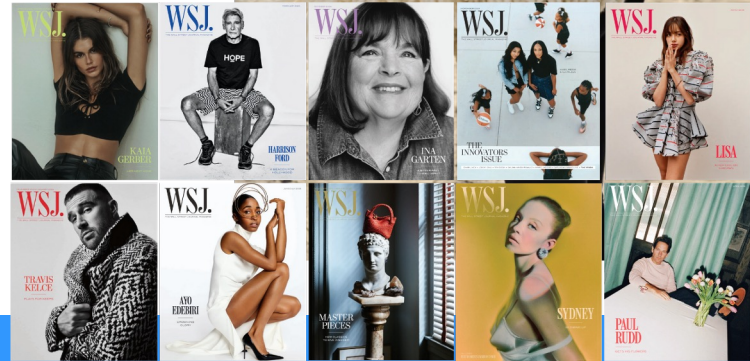
Source: RAM Panel; Base: n=1,032 WSJ print studies conducted between 2016-2024; median print newspaper norms based on: U.S. print newspapers with reach of 500,000+ running between 2015-2024 in 300 ads, 111.3K respondents.

# WSJ. Magazine *in print*

Power. Success. Wealth.

For 15 years, WSJ. Magazine has been the ultimate benchmark for industry trailblazers across generations, cultures, and diverse fields.

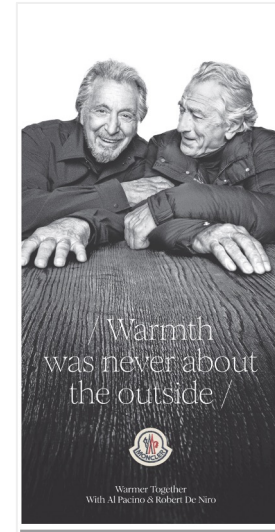
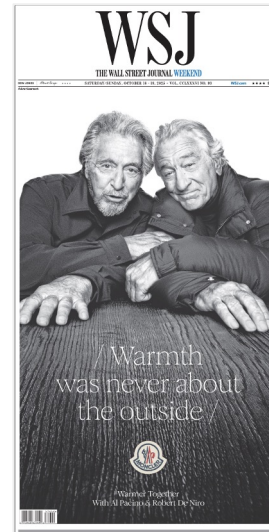
Published monthly, WSJ. Magazine delivers captivating lifestyle stories of business moguls and cultural visionaries, offering readers a burst of inspiration and insights that reflect their own pursuit of greatness.



# WSJ print delivers the opportunity to turn messages into meaningful moments.



**Google's** use of the USA 250 Journal Report to promote the use of thought leadership to share their message of innovation in America



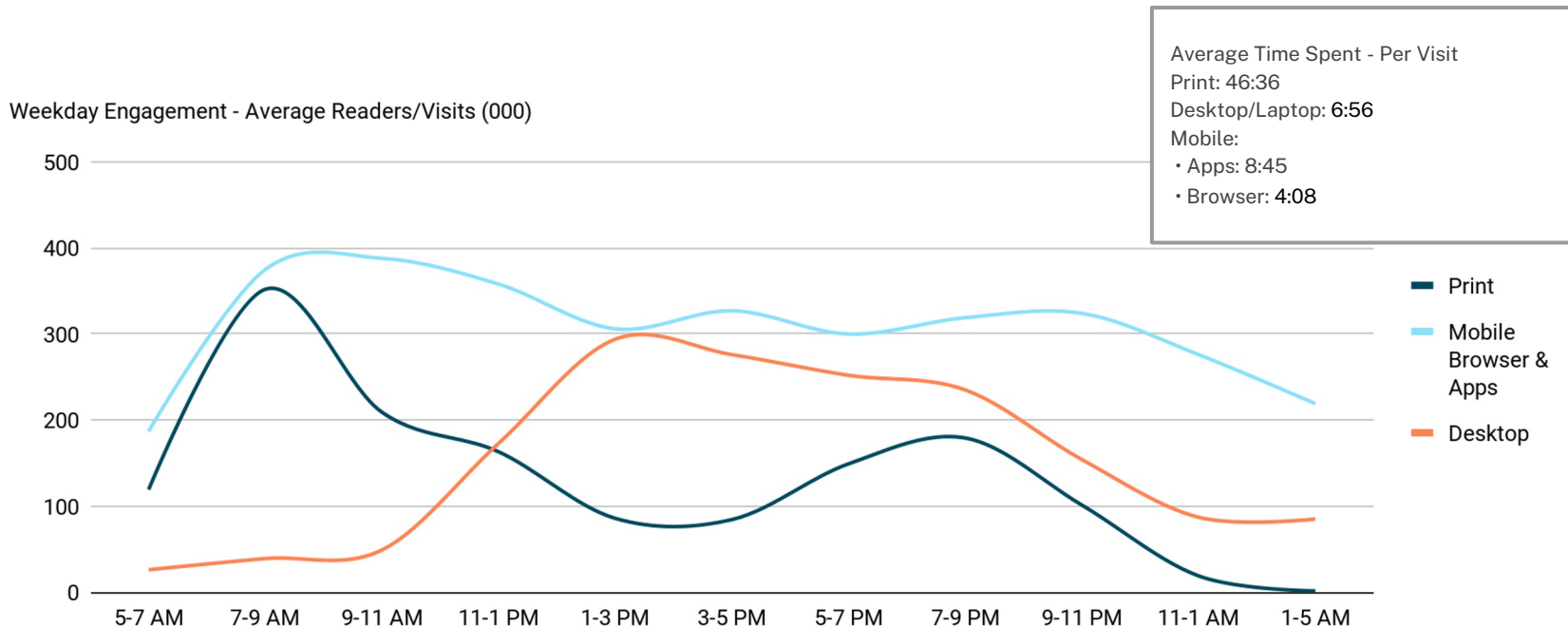
**Moncler** leveraging our Jacket Wrap & Full Page unit to showcase their brand and reach their target audience in an innovative way

# Appendix

Print  
remains our  
most  
affluent &  
influential  
audience

Average	WSJ-Print
Household Net Worth	\$4,257,522
Household Income	\$323,329
<b>Index (U.S.=100)</b>	
Top Management	146
CXO	154
Financial Advisor	287
Owner / Partner	219
B2B Purchase Influencer	119
“I tend to take the lead in decision making”	164

# Print Delivers Longest Engagement Time



Source: Digital: Adobe Analytics, Average Visits to WSJ.com, Oct 3-7, 2022. Time spent Base= WSJ subscribers. Print: The Wall Street Journal Average Weekday Circulation AAM Apr 2023 WSJ | BG Intelligence Day in the Life Proprietary Study: Base: Among those who read The Wall Street Journal in a typical week n=518; Q. On a typical weekday (Monday-Friday), and considering all the times you pick it up, when do you read The Wall Street Journal in print? Time spent per visits/day on average: Adobe Analytics, WSJ Subscribers October 3-7, 2022 WSJ | BG Intelligence Day in the Life Proprietary Study: WSJ Base Among those who read The Wall Street Journal in a typical work week n=533, Q. On a typical weekday (Monday-Friday), and considering all the times you pick it up, how much time, in total, do you spend reading or looking through The Wall Street Journal in print?

# WSJ Works Harder Than Other Print Newspapers

Significant gains across all key metrics vs. competitive set

WSJ Metrics vs. Global Print Benchmarks

