

An aerial night view of the London skyline. The Gherkin (30 St Mary Axe) is prominent on the left, with its distinctive diamond-patterned glass facade. In the center, the Lloyd's building is visible. To the right, The Shard stands tall against the dark sky. The city lights are visible in the background, creating a vibrant urban scene.

THE WALL STREET JOURNAL. BARRON'S GROUP

MEDIA KIT 2026

# Our global portfolio in *Business News & Market Intelligence*

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Premium news for decisions that matter from the global business news powerhouse and the *most trusted\** daily newspaper in the US, that connects trusted insight with leadership.

*Grounded in facts, shaped by experience, and defined by editorial standards that don't waver.*

Source: \*YouGov's 2025 Trust in Media [survey](#)

## *Wealth & Investing*



Market-moving stories and investment insights.



What the news of the day means for your money.



Insider's guide to the European financial landscape.



The leading source of insight on the European PE & VC industry



Industry-leading research and market insights



Luxury real estate news, data and insights

# In a world of AI summaries, we provide *clarity, context & confidence.*



*40 Total Pulitzer Prize Awards Received By The Wall Street Journal.*

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# Proving the power of trusted media in *a Time of Change*



*“We want to make people feel that unless they’ve checked in with the Journal, they’re missing out on something.”*

**Emma Tucker**

Editor in Chief, The Wall Street Journal

6.2M

Global Print & Digital Subscribers

57.2M

Average Monthly Uniques Globally

81%

of readers agree WSJ/BG brands help them  
make informed decisions

# Our *global scale* across Print & Digital

# 57.2M 25%

monthly global uniques

of WSJ|BG digital audience outside of the US

## US

### WSJ|BG DIGITAL NETWORK

43.2MM+ monthly uniques  
WSJ.COM: 25.6MM+ monthly uniques

WSJ|BG: 29.7MM+ affluent reach\*

### PRINT - The Wall Street Journal

Monday - Friday: 412,428  
The WSJ Weekend: 475,040

### SOCIAL - The Wall Street Journal

 7.6M  20.8M  6.4M  10M

## GLOBAL

### WSJ|BG DIGITAL NETWORK

Europe: 4MM+  
APAC: 5.8MM+  
Middle East & Africa: 960K

WSJ|BG: 73.8MM+ affluent reach\*

### PRINT - WSJ Magazine

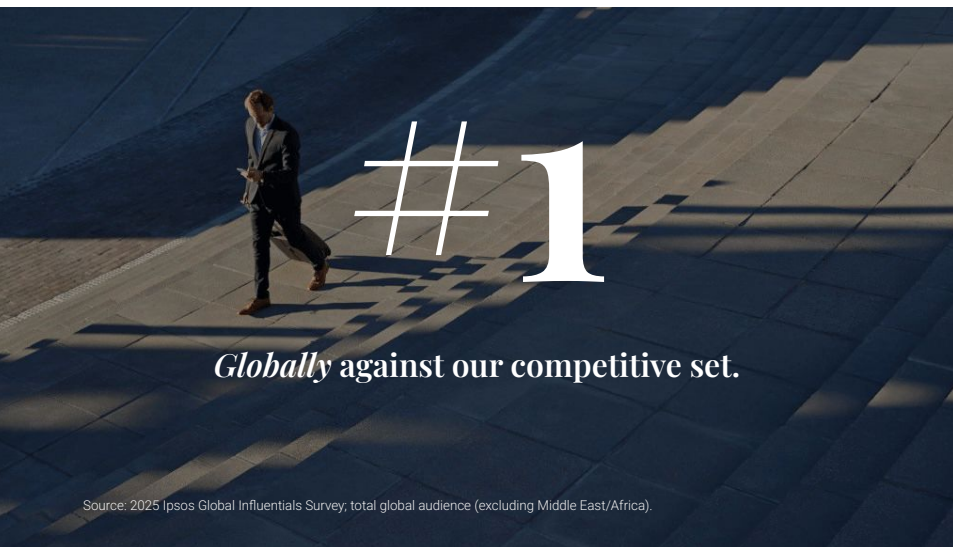
US: 528,158  
Europe: 57,652  
Asia: 56,442

Digital replica: 174,394\*\*  
Total Global Print & Digital: 816,646

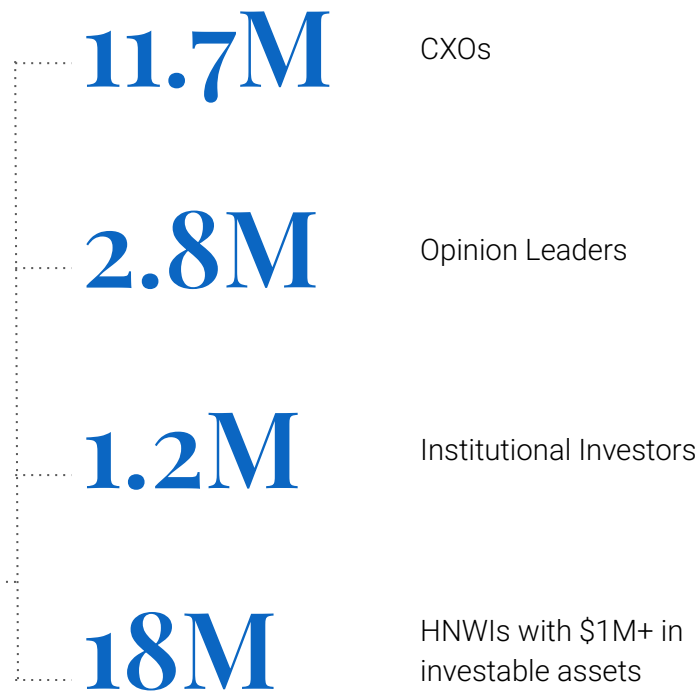
Sources: WSJDN Adobe Analytics CY Q2 2025 Internal Records; September 2025 AAM Publisher's Statement (M-F Newspaper and WSJ Weekend), WSJ Magazine December 2024 Internal Statement; December 2024 AAM Publisher's Statement (Barron's) \* 2025 Ipsos Global Influentials Survey; total global audience (excluding Middle East/Africa), WSJDN reflects past 30 day digital readers of The Wall Street Journal, Barron's, MarketWatch and Investors Business Daily.\*\*Subscriptions to wsj.com include access to the digital replica of WSJ Magazine. A subset of these subscriptions are included as Non-Paid Digital to manage the US total versus reported US rate base shown below.

# Reaching the most *Influential Decision Makers*

From the boardroom to the capital markets, more decision makers rely on WSJ|BG than any other media platform.



Source: 2025 Ipsos Global Influentials Survey; total global audience (excluding Middle East/Africa).

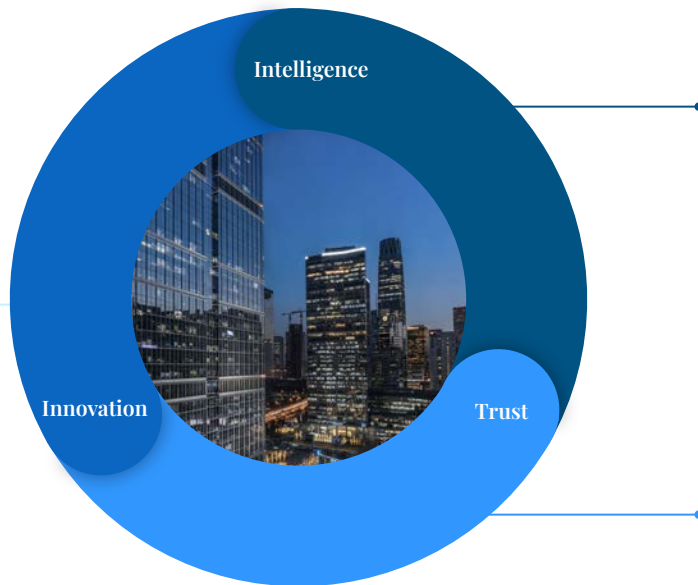


# Trusted platform for *Influence & Impact*

*Connecting brands to the world's most powerful audiences through trust, intelligence and innovation.*

## ***Multi-Platform Storytelling Power***

From data-led features to video, podcasts and live journalism, our environments bring brand narratives to life across every channel that matters.



## ***Data-Driven Precision***

Our first-party subscriber intelligence and advanced ad-tech ensure your campaigns reach the right people with relevance, safety and measurable performance.

## ***Brand Storytelling That Matches Our Journalism***

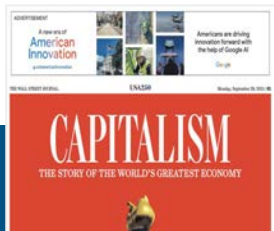
The Trust, our award-winning studio, crafts campaigns with the same rigour and editorial excellence that define WSJ|BG journalism.

# Command attention across premium touchpoints

78%

Have **taken action** based on advertising on our platforms

## Print



## Display



## Newsletters



## Audio & Video



- From front-cover ads to full editorial cover wraps, to Journal Reports and more — our **print solutions deliver unmatched visibility** and credibility in the most trusted business news environments.
- **Scale your message** across through standard display or **capture attention** with bespoke, immersive formats ([Hero](#), [Folic](#), [Titan](#)) powered by our advanced 1P targeting.
- **Integrate your brand into the daily habits** of influential readers through our premium newsletters - high-performing, trusted environments with industry-leading open rates and seamless native integration
- **Reach business leaders where they're most engaged** - through trusted editorial audio and video environments, amplified by LinkedIn Brandlink partnership

# *Deeper storytelling* aligned to your brand's thought leadership

WSJ CUSTOM STUDIOS

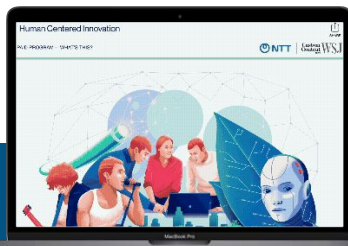
## *The Trust*

Our award-winning brand studio and creative consultancy, driving an average *+8pt* lift in brand consideration for partners

### *Native Articles*



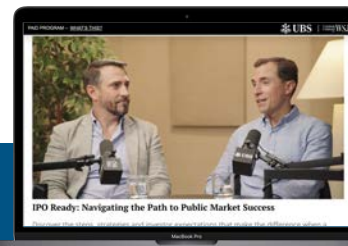
### *Custom & Immersive*



### *Research-led Narratives*



### *Custom Audio & Video*



- Work with The WSJ Trust to showcase your expertise through trusted, newsroom-inspired format - created by our team or supplied by yours, then amplified across WSJ | BG.
- Demo link [here](#)

- Bring big ideas to life through immersive, long-form storytelling – enhanced with original illustrations, custom animations, and data visualizations to captivate influential audiences around your strategic themes
- Demo link [here](#)

- Collaborate with WSJ Intelligence to produce proprietary thought leadership reports, integrating original data with custom content experiences
- Demo link [here](#)

- Extend your message through custom branded video and podcasts – including executive interviews, documentary features, and original series – bringing your story to life in high-engagement environments
- Demo link [here](#)

# Convening leaders at exclusive, *agenda-setting events*

WSJ LIVE JOURNALISM

225

Events in 2025 partnering with over 200 sponsors

## *Journal House*



- Journal House is our premier destination for high-level engagement at global events - from Davos to Cannes and UNGA.

## *Tech Live*



- WSJ Tech Live brings together the world's top tech and business leaders in Qatar and California for bold insights and high-level connections.
- **Nov 3-5 2026, NAPA VALLEY, CA**

## *Future of Everything*



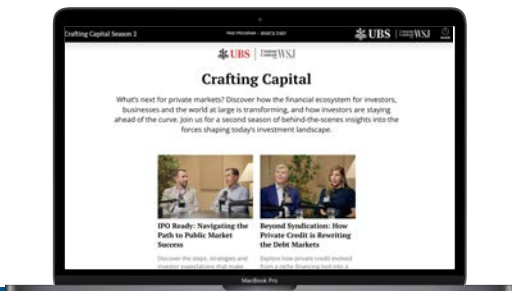
- WSJ's flagship festival brings together newsmakers from every sector to share fresh ideas and unique perspectives.
- **May 4-5, 2026, NEW YORK**

## *CEO Council Summits*



- CEO Council Summits convene global business and policy leaders in Washington and London to shape the future of industry and the economy.
- **June 9-10, 2026, LONDON; tbc Dec, 2026, NEW YORK**

# Trusted by *the world's leading brands*



## UBS | *Crafting Capital*

- A global thought-leadership podcast series exploring how wealth, creativity and purpose intersect.
- Positioned UBS as a modern voice of capital that fuels innovation, culture and positive change among influential investors and entrepreneurs.
- Experience [here](#)



## Samsung | *AI for All*

- A cross-platform storytelling campaign showcasing technology as a catalyst for smarter, more sustainable living.
- Brought Samsung's innovation narrative to life across business and tech audiences through video, digital and live environments.
- Experience [here](#)



## BCG | *Driving Value for Infinity*

- A data-driven content program revealing how human insight and AI innovation create competitive advantage.
- Strengthened BCG's position as the trusted advisor for business transformation and future-ready growth.
- Experience [here](#)

An aerial night view of the London skyline, featuring prominent skyscrapers such as the Gherkin (30 St Mary Axe) on the left, the Lloyd's building in the center, and The Shard in the background. The city lights are visible against a dark blue twilight sky.

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