

THE WALL STREET JOURNAL. | BARRON'S GROUP

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# WSJ | BG – Print **Overview**

# Subscription Pioneer

For over 130 years, The Wall Street Journal has been the authoritative voice of credible business & finance news.

While publications nation-wide are facing unprecedented challenges, WSJ remains the nation's largest newspaper by more than double.

We not only have a loyal readership but one that outperforms the competitive landscape across the board.



# WSJ Remains #1

646K

WSJ

#1

Weekend AND Weekday  
Weekday: **121% larger** vs. NY Times  
Weekend: **13% larger** vs. NY Times

#1

Most Trusted U.S National  
News Brand

Reuters Institute  
2022 Digital News Report

308k

NY Times

141k\*

Washington Post

# The WSJ print reader is more engaged than ever (with news & ads)

**8 in 10**

Of our readers Receive the paper at home

**9 in 10**

Readers Engage With WSJ Print Daily

**3 in 4**

Take action as a result of the advertising on our platforms

**81%**

Of our readers say we equip them to **make informed decisions**

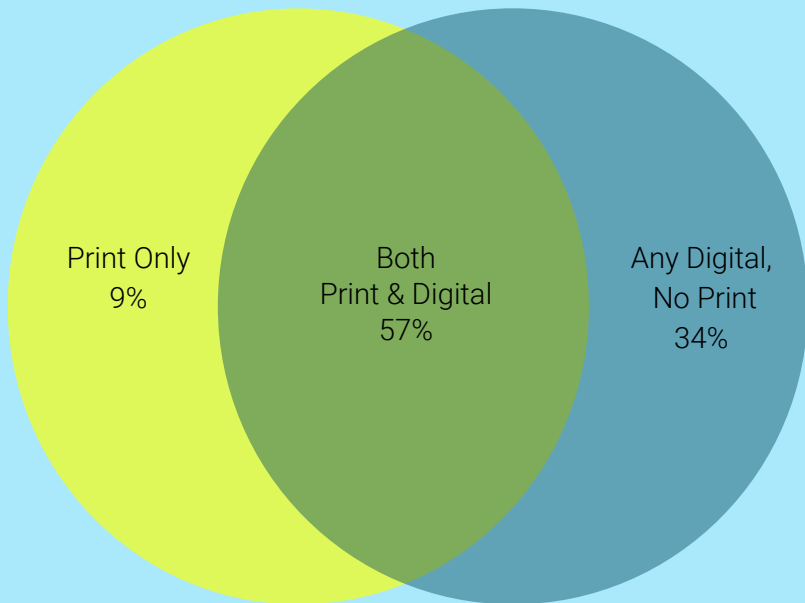
Sources: 2020 WSJ | BG Consumer Confidence Monitor, 2020 WSJ | BG Intelligence Day in the Life Proprietary Study; Base: Among those who read The Wall Street Journal in a typical week n=6,618; time spent: trend based on 2017 Day in the Life Proprietary study vs. 2020 study, Ad recall: RAMPanel Ad Norms, WSJ 2020, 2021 WSJ | BG Intelligence Day in the Life Proprietary Study; ase: Among those who read The Wall Street Journal in a typical week n=5335 Q. Thinking back over the last 3 months, in a typical week, which days/issues, if any, do you read The Wall Street Journal newspaper in print?

# Print remains our most affluent and influential audience.

	Competitive US Newspapers	WSJ Total Brand	WSJ Print
Average HHI	\$374,237	\$361,060	\$398,547
Top Management	31	34	46
CXO	35	36	53
Business Purchase Decision-Makers	52	54	68

# Print is Critical to Reach WSJ's Total Audience

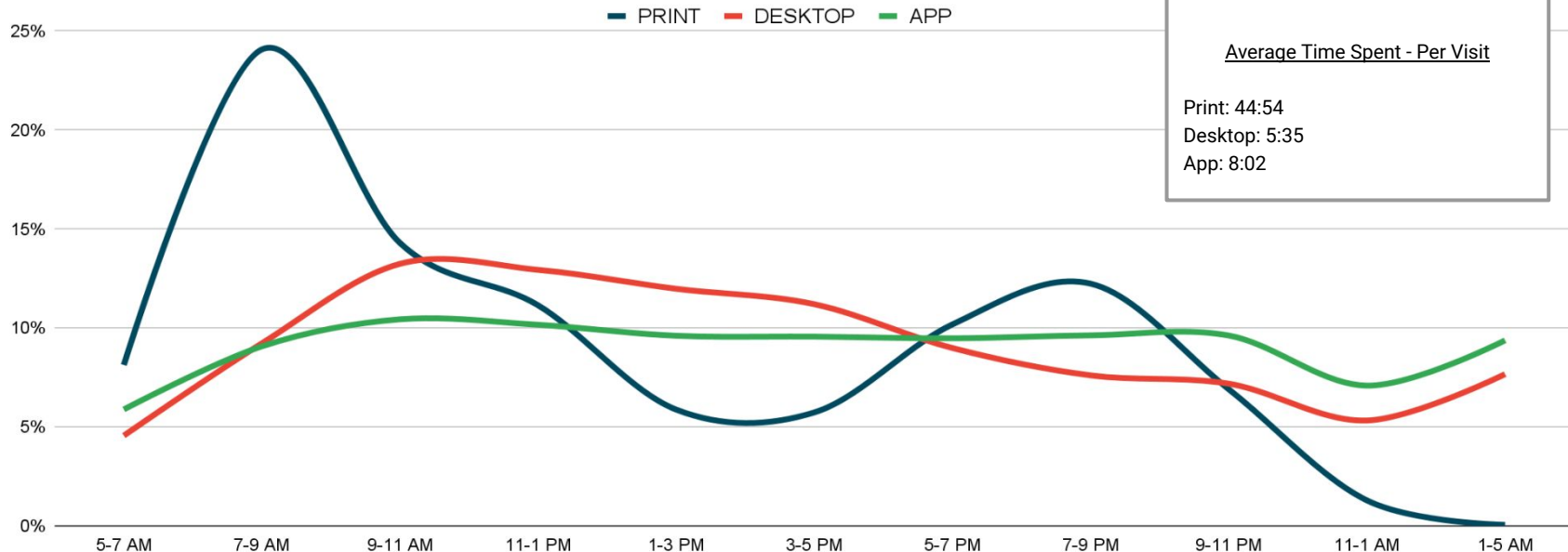
72% of WSJs audience read via Print



Total Audience	Reach (000)	% of Total Reach
WSJ Total Reach [past 30 days]	15,656	
Print	15,215	72%
Any Digital	19,215	91%
Print AND Digital	13,355	63%

# Print Delivers Longest Engagement Time

WSJ PLATFORM READERSHIP PER TIME OF DAY



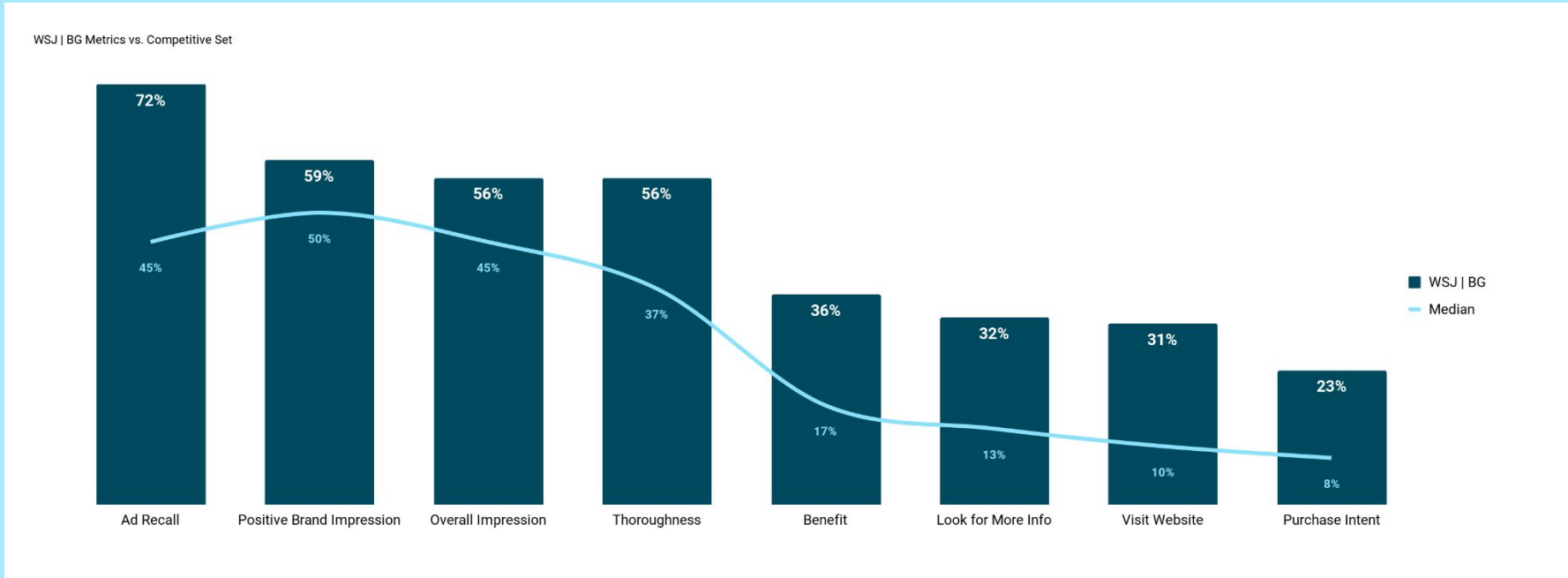
Average Time Spent - Per Visit

Print: 44:54  
 Desktop: 5:35  
 App: 8:02

Source: Digital: Adobe Analytics, Average Visits to WSJ.com, Sept 2022- Aug 2023. Time spent Base= WSJ subscribers. Print: The Wall Street Journal Average Weekday Circulation AAM Mar 2022 WSJ | BG Intelligence Day in the Life Proprietary Study: Base: Among those who read The Wall Street Journal in a typical week n=533, 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 Sept 2022- Aug 2023. 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 Measured Print Newspapers

Significant gains across all key metrics vs. competitive set



Source: RAM Panel; Averages Based on 1216 WSJ Studies, Base: n=662,900. WSJ print studies conducted January 2016 - August 2023; depth of readership, impressions and actions based on ad recall metric; ad recall, benefit and action metrics reflect yes/no questions; depth of readership and actions reflect score of 7-10 on 10 point scale; median print newspaper norms based on: U.S. print newspapers with reach of 500,000+ running from Jan 2010 - Aug 2023; in 300 ads, 124.5K respondents.

# WSJ | BG Print Guarantee

The Wall Street Journal | Barron's Group believes in the importance and unique value of print advertising.

As such, we are offering the following guarantee for print advertising:

For any advertiser running national half pages, full pages or spreads in the Wall Street Journal or Barron's we will offer an ad recall guarantee.

Never have our brands been more valuable or better read by your customers than right now and we want to make it as easy for you as possible to invest with confidence.

## Offer Details

### Eligibility

Any national advertiser running at least 1 insertion (HP, FP or Spreads) in The Wall Street Journal newspaper, or Barron's magazine.

### Guaranteed Ad Recall

- 70%
- The guarantee is offered for each measured ad

### Offer Details:

- If an insertion is below this benchmark, we will re-run the client's ad at no incremental cost, to run within 2 weeks from receipt of survey results.
- The recall guarantee does not apply to bonus pages.

# What does this mean for advertisers?

Where many fail, WSJ prevails by delivering a *unique and coveted experience* to the most sought after *business leaders* AND *measurable results* for our advertising partners.

## Actions Taken from WSJ Print Ads

**8 in 10** take an action

**1 in 2** visit a clients website

**1 in 2** search a client online

**70%**

## AD RECALL GUARANTEE

We are now expanding beyond spreads and full pages to be more accessible to advertisers with measurement beginning

at a

**Half Pages**



WSJ

*U.S. Reach & Influence*

8.8M

Reach of US C-Suite  
more than Bloomberg  
The Washington Post,  
Financial Times and The Economist

1.9M

BDMs in  
Financial, Insurance & Banking  
more than The New York Times,  
Bloomberg, The Washington Post,  
Financial Times and The Economist

2.5M

BDMs  
in Technology  
more than Bloomberg  
The Washington Post,  
Financial Times and The Economist

656K

BDMs in  
Import/Export and Transport  
more than The Economist,  
The Washington Post, Financial Times  
and Bloomberg

589K

BDMs in  
Government  
more than Bloomberg  
Financial Times and The Economist

\$8.9B

B2B US Spending Power  
more than Bloomberg  
The Washington Post,  
Financial Times and The Economist

90.5M

Monthly unique users  
across the  
WSJ Digital Network

46.3M

Monthly unique users  
on WSJ.com

4M

Digital Subscribers  
More subscribers than ever  
before, with 6% YoY Growth