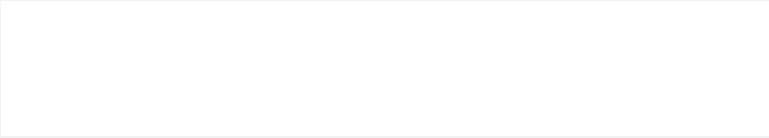





THE WALL STREET JOURNAL.



82% of
our readers
say that
we help them
make informed
decisions.



THE WALL STREET JOURNAL.

THE WALL STREET JOURNAL. | BARRON'S GROUP



DOW JONES



THE WALL STREET JOURNAL.

WINNER OF 38 PULITZERS
The most trusted US news brand
and the definitive word on
business.

US Print Circ M-F: 555K
 US Print Circ Weekend: 618K
 WSJ.com Global Monthly Uniques: 35MM

WSJ.

THE WALL STREET JOURNAL MAGAZINE

At the intersection of business and culture, WSJ. Magazine provides our readers with lifestyle coverage across fashion, design, beauty, entertainment, sport and more
 US Print Circ: 850,289
 Global Print Circ: 966,186
 WSJ.com/Style Monthly Uniques: 1.28MM

BARRON'S

Detailed coverage and actionable insight for the world's most sophisticated investors and advisors.

US Print Circ Weekly: 188K
 Barrons.com
 Global Monthly Uniques: 6.8MM

INVESTOR'S BUSINESS DAILY

Actionable investing content, comprehensive tools, and educational resources to help users make smarter trading decisions.

acquired by Dow Jones, March 2021
 IBD Weekly: 24K
 Investors.com Global Monthly Uniques: 4MM

Market Watch.

The fastest growing financial news and information site empowering active investors.

Marketwatch.com
 Global Monthly Uniques: 17MM

OPIS

A DOW JONES COMPANY

Delivering energy prices, news, data and analysis across the entire fuel supply chain - in real time, around the world

acquired by Dow Jones, August 2021
 opisnet.com



Agenda-setting, read by ambitious professionals in the City of London and across Europe's financial markets.

UK Print circ Weekly: 1,500
 FNLondon.com
 Global Monthly Uniques: 326K

eco-movement

A leading provider of electric vehicle charging station data for navigation companies, car manufacturers, mobility industry leaders and governments around the globe.

Dow Jones strategic investment, Dec 2022
 eco-movement.com

“Dow Jones is poised to deploy our unique combination of assets to provide the **world’s most trusted journalism, data and analysis** to help companies and professionals make decisions at a time of great volatility.”

Almar Latour

DOW JONES CEO & PUBLISHER OF THE WALL STREET JOURNAL

INTERNAL COMPANY MEMO, DEC 11, 2022

on a series of 2021/22 strategic investments and acquisitions to grow, specialise and diversify the Dow Jones portfolio even further across financial news reporting.



Our Digital News Subscriptions Growth Continues.

Dow Jones now has **5.4 million** total news subscriptions growing 10% YoY, because of The Wall Street Journal and Barron's Group digital subscription growth

Digital-only subscriptions to The Wall Street Journal grew 11% to over **3.5 million** and Barron's Group grew 23% to over **1.1 million**

While The Wall Street Journal total subscriptions grew 7% to a record level of over **4 million**

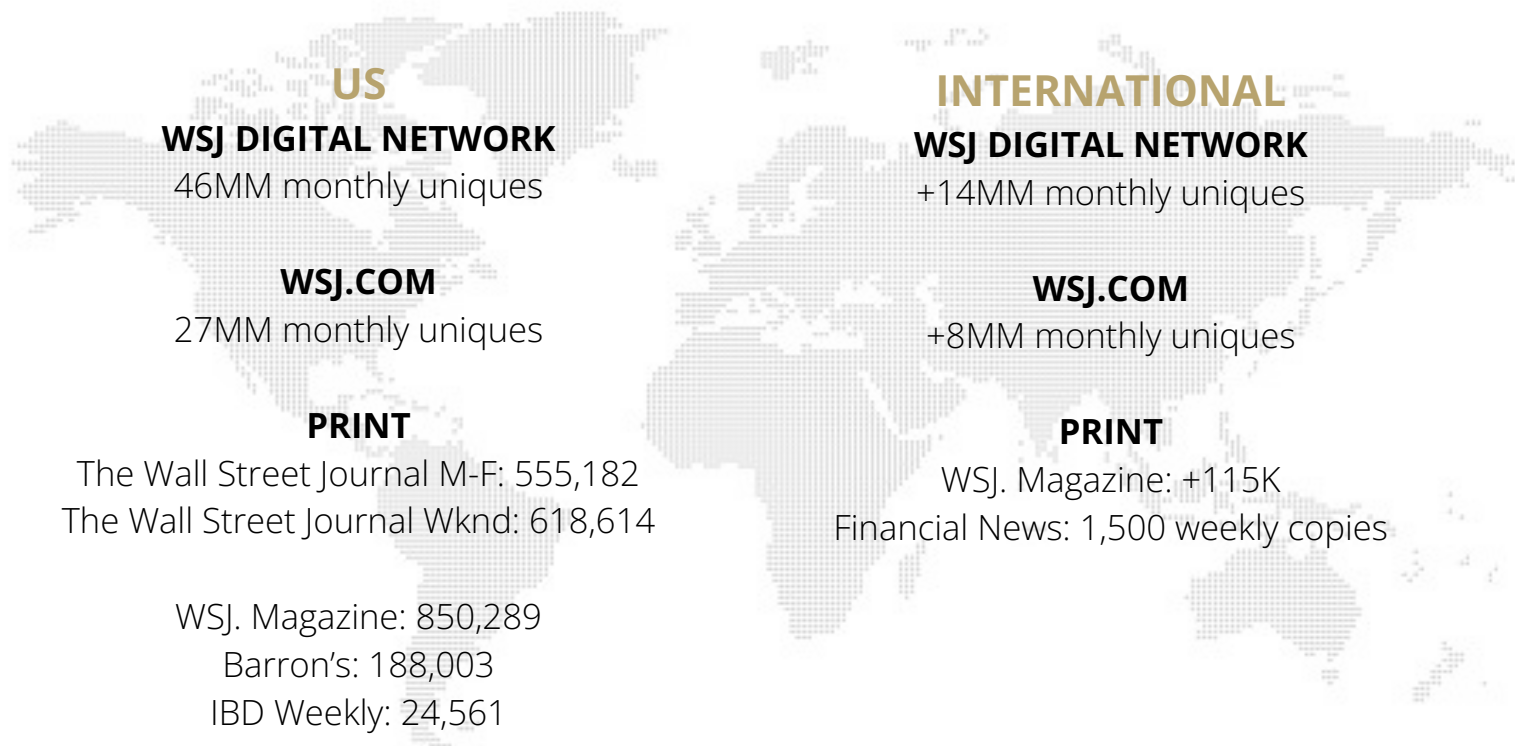
NEWS CORP Q2 FY 2024 EARNINGS RELEASE

February 7, 2024



DOW JONES

Global Reach



Europe Reach

WSJ DIGITAL NETWORK

4.2MM monthly uniques

WSJ. MAGAZINE PRINT

48,800 copies across London,
Paris, Milan and Geneva
with bonus distribution at
Salone del Mobile Milan,
Art Basel and
Paris+ par Art Basel

FINANCIAL NEWS

1,500 copies

WSJ DIGITAL NETWORK Top Europe Countries

Market	Monthly Uniques
UK	1,119,493
GERMANY	420,501
FRANCE	240,133
NETHERLANDS	201,214
ITALY	189,242
SPAIN	175,432
SWITZERLAND	128,511
IRELAND	119,969
SWEDEN	113,377
BELGIUM	76,955
OTHER	1,458,443
TOTAL	4.2MM



C-Suite Leaders

Globally, WSJ is the #1 'Important Business Read' Among Business Executives

Reaching half of C-Suites globally more than Financial Times UK, Forbes and The Washington Post

2 in 3 in the US with a reach of 363K+

75% of WSJ readers in Europe who are global business influencers **are C-Suite executives** With a reach of 182K



Business Influencers

77%+ of WSJ global readers are business influencers with a reach of 910K+ More than Financial Times UK, Harvard Business Review and The Washington Post

\$5.69MM+ Average B2B global spending More than The New York Times and Bloomberg

2 in 3 of WSJ global readers who are global business influencers are **Millennials**, aged 25-44



Markets & Investors

90%+ of WSJ global readers are always looking for new ways to invest

Reaching over half of Finance BDMs globally with a reach of 635K+ equal to Financial Times UK

Reaching 70%+ in the US with a reach of 265K+ equal to The New York Times

Reaching 40%+ in Europe with a reach of 137K+



Luxury Consumers

WSJ global readers are business influencers have a **Average Net Worth of \$1.98MM** higher than The New York Times and Bloomberg

WSJ readers in Europe are business influencers have a **Average Net Worth of \$1.83MM** higher than Financial Times UK and The New York Times

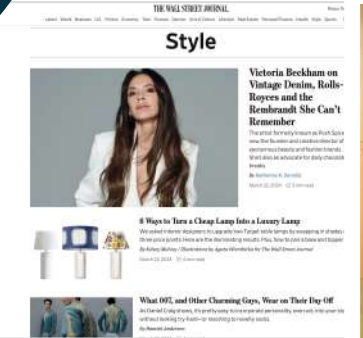
WSJ's Affluent Readers in Europe spent a total of **€52M+** on luxury clothing, watches and jewellery in the last 12 months more than Financial Times UK and The New York Times



WSJ PRO
 SUSTAINABLE BUSINESS
 ARTIFICIAL INTELLIGENCE
 PRIVATE EQUITY
 VENTURE CAPITAL



WSJ | CEO Council
 CFO Network CIO Network
 CMO Network CCO Council





1P Targeting

Proprietary tools to ensure your brand is seen by the right users, at the right time



Pre-Sale / Post-Sale

Unlocks key audience trends enabling WSJ | BG to develop best-in-class media and content recommendations



POWERED BY | DOW JONES INTELLIGENT IDENTIFIERS

During Campaign

Allows us to effectively gauge users' intent and serve your brand's messaging against 70+ distinct themes



During Campaign

Use context and sentiment analysis to align your message in brand suitable environments.



Live Journalism

Align with our breaking news and editorial events, while making 1:1 connections with our global communities



Davos, UNGA and Singapore

A physical manifestation of WSJ's newsroom built for networking events
journalhouse.com



Washington DC and London

Annual summits for world's leading CEOs to debate, connect and convene
ceocouncil.wsj.com



New York

Extraordinary ideas that are shaping our future, business and culture
foefestival.wsj.com



Custom Executions

Tell your brand story with **custom content or ad units** from our award-winning team
thetrust.wsjarrons.com



Large Scale

Award winning programs; such as a [energy](#), [supply chain](#) or [leadership video series](#)



Turnkey

Native, long-scroll or **special report** programs with audio or video capabilities and 4-6 week lead times



Ad Units

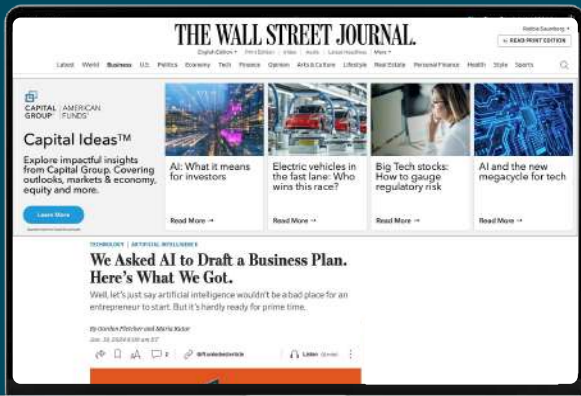
High impact executions including full width, mobile video, content integration and shoppable formats [see here](#)

NEW Thematic AI

To inform your own content strategy, WSJ will deliver a 90-day topic trending report using our 1P tools **for any available member demographic**. Once created and published on your own URLs, content links will be uploaded to our CMS **as a library**.

Custom Headline ad units will sync to this library by **optimized by AI to display your recommended articles** based on user interest, behavior and context

Investment: \$100,000 per month
15+ pieces of client content required at launch



NEW LinkedIn Video Amplify

Combining the most trusted **U.S. News Brand and the most trusted social platform** to reach ambitious professionals and drive results for advertisers

Audience targeted and exclusive video pre-roll of a select list of curated **WSJ editorial clips specifically optimized for LinkedIn** - playing with brand CTA attribution and messaging

Investment: \$100,000 per month
Topics categories include Business, Finance, Luxe/Lifestyle, Marketing and Technology

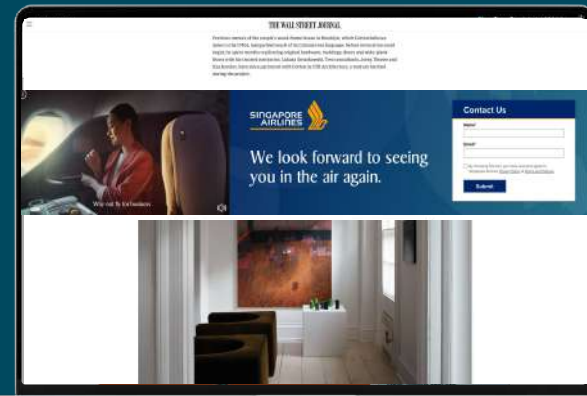


NEW / US ONLY Lead Gen Hero Ad Units

Featuring advertiser-supplied iframes for **form-fill, lead capture** needs, to be embedded in-unit, or expanded to the full page.

The custom Hero full-width unit can be served to any desktop location, and is now mobile synced, making it a **premium and high quality experience** to reflect and amplify advertiser messaging.

Investment: \$150,000
including production fee(s)



Case Studies

THE TRUST

THE WALL STREET JOURNAL | BARRON'S GROUP

Case Studies

Finance

ING

Our research shows many businesses struggle to build collaborative teams to implement sustainability initiatives. We'll help you make it work.

Trying to get your sustainability journey underway?

[Find out more](#)

Chip Shortages Still Plague Toyota, Some Other Auto Makers

Japanese car maker says full-year production plan for 605,000 vehicles, although it forecasts record output

PubMatic

THE WALL STREET JOURNAL

XPO Logistics Reports Preliminary 3Q Revenue of \$3.04 Billion

Issues long-term financial targets ahead of spinoff of freight brokerage business later this year

ING

Close the loop to open opportunities.

We'll help you get the job done.

[Find out more](#)

By Danny Jacob
Oct 17, 2022 8:04 AM EDT

RUGBY WORLD CUP FRANCE 2023 | **SOCIÉTÉ GÉNÉRALE**

WORLDWIDE PARTNER

THE FUTURE IS YOU | **SOCIÉTÉ GÉNÉRALE**

OUR SOLUTIONS | RESEARCH AND NEWS | ABOUT US | Q EN | Client Access

SOCIÉTÉ GÉNÉRALE SECURITIES SERVICES

SGSS: Your partner for sustainable investments

Find out more about our ESG offering and watch our dedicated video.

AI: from concept to reality in investment funds

Artificial intelligence (AI) is already around us and growing exponentially every year. We take a look at the opportunities and risks for this success, particularly in the financial sector, with our expert Laurent Marchais, Head of Innovation at Société Générale Securities Services Luxembourg.

[READ MORE](#)

Asset Management

David Roberts
Head of Asset Management | Commodities

Sponsored by

SOCIÉTÉ GÉNÉRALE
Securities Services

View content | Newsletter

Private markets is a booming area of the asset management sector — so much so that the focus of the Financial Conduct Authority said this week: **the regulator is 'very, very focused'** on some of the emerging risks posed by opaque institutions and the impact of rising interest rates.

Asset managers have continued to build out expertise in the area, including listed UK group AMG.

AMG's private markets business has been one of its stand-out performers, attracting £70bn of new money during the first half of 2023 and accounting for 40% of overall group revenue.

Its chief executive, Andrew Ross, sees opportunities to grow its private markets capabilities further, and **said FNi would consider them, lift, out as a way to bolster this part of the business.**

ING Digital ESG Campaign, 2022

Société Générale Financial News Newsletter and Native Article, 2023

THE WALL STREET JOURNAL

Tuesday, January 16, 2024

Craft matters.

In small ways,
Like how a coffee is brewed,
How a chair is built.

In not-so-small ways,
Like how your money is cared for,
It's a conscious choice in how
we perform our work.

At UBS, we elevate banking to a craft:
wealth management,
investment banking,
asset management – constantly
incorporating new technologies,
innovative approaches, and
unexpected opportunities.

Always, delivered with passion, care,
unmatched expertise, and a meticulous
attention to detail.

With our clients at the heart of it all.

It's about mingling with the dawn each day,
knowing that we can do even better.

That is what banking means to us.
Not just work, but a craft.

Banking is our craft.



THE WALL STREET JOURNAL



Tuesday, January 16, 2024

Exceeding expectations
is how you
built your success.

Exceeding your
expectations is
how we build
ours.

Advice is our craft.

Advice that can take you beyond
what you think you're capable of,
it's invaluable. Great happens when
people who truly listen do your best,
we'll help you get there.

The Craft of Finance

PHOTOGRAPH BY ANDREW HARRIS



The Craft of Finance

FORGED BY DYNAMIC GLOBAL LANDSCAPES AND CHANGING CUSTOMER EXPECTATIONS, TODAY'S FINANCIAL INSTITUTIONS DRAW ON A RICH LEGACY AND HONED EXPERTISE TO EVOLVE INTO LIFELONG PARTNERS

Story by *Barbara Brown*

Defining Craft Today

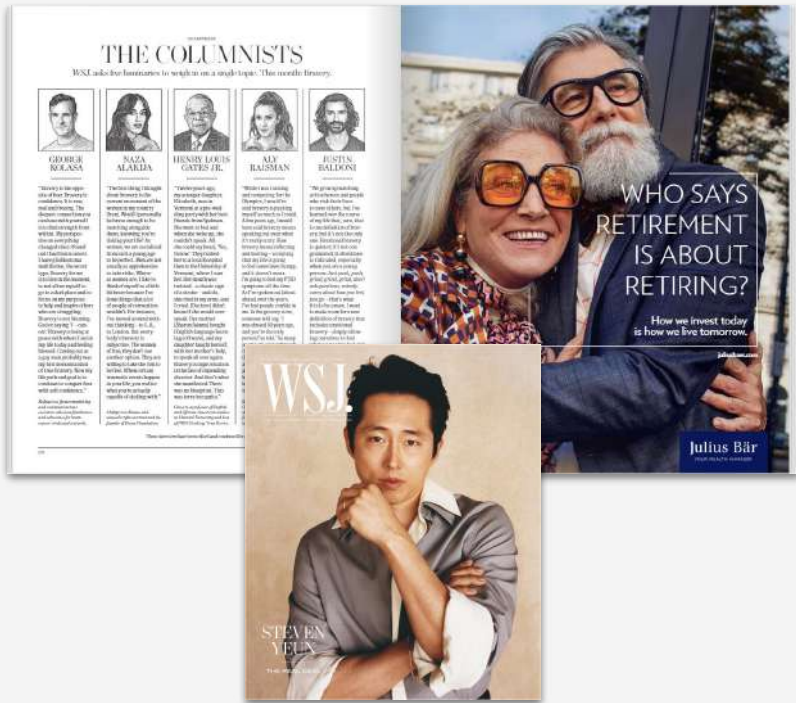
Craft, in the modern context, encompasses a wide range of practices, often with a focus on expertise, artisanal methods, and a commitment to quality. The emergence of the term "craft" in the late 20th century, largely driven by the rise of the creative economy, has reinvigorated the concept. This resurgence has encompassed diverse sectors, from design and the performing arts to technology and the sciences. The modern craft movement emphasizes the value of specialized skills, the importance of the maker's intent, and the pursuit of excellence. It is a philosophy that values the individual, the handmade, and the enduring. In the financial world, this translates to a focus on personalized service, deep expertise, and a commitment to long-term value creation. It's about the art of the deal, the precision of the analysis, and the dedication to the client's best interests. The craft of finance is a blend of tradition and innovation, a pursuit of mastery in a complex and ever-evolving landscape.



This series explores the intersection of craft in investing and beyond. Change took shape from the convergence of craft in finance and the international art world, underpinned by advanced technologies. The third chapter focuses on shared principles of craft in finance, and high-income agents, including adapting an athlete mindset and using performance data.



UBS
WSJ Print Campaign, and Custom Content on WSJ, 2024



Julius Baer
WSJ Magazine March 2023



Citi Private Bank
Custom Content on WSJ, 2023



MEGATRENDS

Megatrends: From Secular Growth Drivers To Investment Themes



For those who have been skeptical of ESG and the impact of climate change, the megatrends of the 21st century are making it clear that the world is changing. The megatrends of the 21st century are making it clear that the world is changing. The megatrends of the 21st century are making it clear that the world is changing.



Population Growth

The world's population is projected to reach 10 billion by 2050, with significant growth in emerging markets. This demographic shift is driving demand for infrastructure, housing, and consumer goods, creating investment opportunities in these sectors.

Technological Advancement

Artificial intelligence, automation, and space exploration are reshaping industries and creating new markets. Investors should look for opportunities in technology, healthcare, and space-related sectors.

Urbanization

Over 50% of the world's population now lives in urban areas, and this trend is accelerating. This is driving demand for infrastructure, housing, and consumer goods, creating investment opportunities in these sectors.

Megatrend Mapping for Global Environmental Opportunities (GEO)



Megatrend Mapping for Global Environmental Opportunities (GEO)



Key Megatrends:

- Population Growth
- Technological Advancement
- Urbanization
- Climate Change
- Resource Scarcity
- Space Exploration

Investment Themes:

- Renewable Energy
- Water Management
- Artificial Intelligence
- Space Exploration
- Infrastructure
- Healthcare

Key Takeaways for the Megatrend Framework

1. Identify the megatrends that will shape the future.

2. Understand the impact of these megatrends on various sectors.

3. Look for investment opportunities that align with these megatrends.

4. Diversify your portfolio to capture opportunities across different sectors.

5. Stay informed about the latest developments in these areas.



Pictet

Megatrend Mapping: Tell to the planet.

Head Office | Rue de la Banque 10 | 1000 Brussels | Belgium

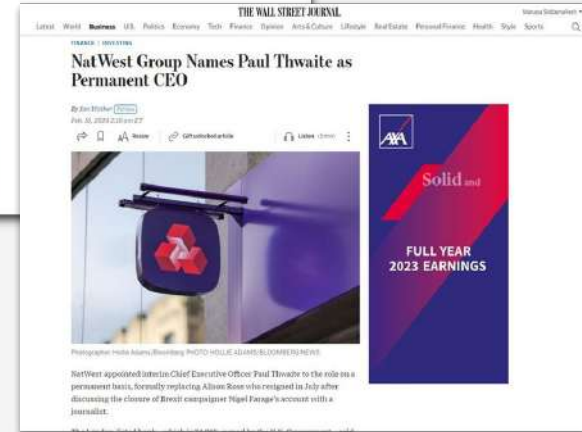
www.pictet.com

Pictet Custom Content on WSJ, 2023



FINANCE | INVESTING
PayPal Enterprises Services Chief Karczmer to Depart
 Karczmer, a former American Express executive, joined PayPal in May 2016

By Ben Glickman [Twitter](#)
 Feb. 12, 2024 4:07 pm ET



AXA
 Digital Campaign 2024

Case Studies

B2B



WSJ BUSINESS

Decarbonization's New Deal
How Businesses Are Draining Their Energy Box

The transition to clean energy is progressing, but it's not as fast as it needs to be. A WSJ analysis shows that while renewable energy capacity has grown, it's still not enough to meet demand. This is especially true for heavy industry and transportation, which are still largely powered by fossil fuels. The report highlights the need for more investment in clean energy infrastructure and policy changes to accelerate the transition.

Live of choice to be 100% green

edp

Today renewable energy is really the only energy source that can give you long-term price stability—and in today's inflationary environment, that is what every large business and consumer wants.

EDP Portugal
Custom Content on WSJ, 2022

The POWER Playbook
NOW EXCLUSIVE TO BARRON'S

BUSINESS & FINANCE

Bankman-Fried Ally Pleads Guilty

Target's Profit Suffers as Sales Grow Slowly

As Black-Owned Banks Fade, Group of Investors Steps Up

Amazon Lets Staff Use Stock For Homes

Instant Earnings Climb Before Listing

Apollo in Talks To Buy Arctic

THE POWER PLAYBOOK
A BARRON'S GROUP PUBLICATION

Iberdrola
Custom Content for WSJ, 2024
WSJ Print Campaign, 2023

THE WALL STREET JOURNAL

2023 results
19% ROACE
As in 2022, the most profitable major player while transforming itself

Google Matches ChatGPT With New Chatbot Subscription

Sizing Up Barron's Stock Picks of 2023. Why We Trailed the Market.

Come to Casey's General for the Gas, the Pizza—and the Stock

A major player in the energy transition
More than \$5 billion invested in electricity in 2023

Unilever Sales Volumes Return to Growth for the First Time Since 2022

2023 results and outlook for 2024
Find out more

TotalEnergies

Total Energies
Digital Campaign, 2024



Nexans

WSJ Print Campaign 2024



Saint Gobain

WSJ Print Campaign 2024



Solvay

Digital Campaign, 2023

Eye On Bahrain

REPUBLIC OF BAHRAIN

WSJ

EYE ON BAHRAIN: BUSINESS FRIENDLY BAHRAIN

Bahrain has the most diversified economy in the Gulf region, encompassing financial services, ICT (information and communications technology), manufacturing, logistics and tourism. Financial services is the oldest and most established sector in the region and the most significant contributor to the country's GDP when it.

Captured screenshot

Bahrain helps companies take global trade.

As the world continues to globalize, more of the world's leading companies are opening their doors to take advantage of the business infrastructure and trade regulatory system and access to talent.

Developing New Realities

Explore how Bahrain offers to drive further progress on the top three global trends of digitalization, sustainability and the reimagining of supply chains by leveraging on new opportunities that have only recently sprung to the attention.

Find out why businesses thrive in Bahrain

Business Friendly BAHRAIN

Eye On Bahrain

WSJ

Bahrain Economic Development Board
Custom Content for WSJ, 2023

REPUBLIQUE FRANÇAISE

France

FANNY MOIZANT & SOPHIE HERSON
Our senators in business, protect in pre loved clothing, success isn't just only on face value.

MAKE IT ICONIC.

choosefrance.fr CHOOSE FRANCE

REPUBLIQUE FRANÇAISE

France

VICTOR WEIBANYAMA
A basketball player - training, business, income, heights. Ministry sports Agency.

MAKE IT ICONIC.

choosefrance.fr CHOOSE FRANCE

SIG French Government
WSJ Print Campaign, 2023



Setting the Pace

Leadership opportunities are becoming more scarce than ever. As the global economy continues to grow, the demand for top talent is increasing. This report explores the challenges of finding and retaining top talent in a competitive market.

90% of executives are looking for a new job

30% of executives are looking for a new job

Setting the Pace

Leadership opportunities are becoming more scarce than ever. As the global economy continues to grow, the demand for top talent is increasing. This report explores the challenges of finding and retaining top talent in a competitive market.

-0.07% of executives are looking for a new job

0.04% of executives are looking for a new job

0.03% of executives are looking for a new job

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15% are changing their tax and finance operating model

59% of executives are looking for a new job

19% of executives are looking for a new job

18% of executives are looking for a new job

4% of executives are looking for a new job

What Businesses Should Do Next

- 1. **Identify your core competencies** and focus on what you do best.
- 2. **Invest in your people** and provide ongoing training and development.
- 3. **Streamline your operations** to reduce costs and improve efficiency.
- 4. **Build strong relationships** with your customers and partners.
- 5. **Stay agile and adaptable** to changes in the market.

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18% of executives are looking for a new job

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The Competitive Edge

It's not just about the product anymore. It's about the experience. Customers want more than just a product; they want a solution that fits their needs and solves their problems. This report explores how businesses can gain a competitive edge by focusing on the customer experience.

Future-Ready Companies and the Growth Gap

A handful of future-ready companies have managed to increase their revenue by 10% or more while others have struggled to do so. This report explores the factors that contribute to this growth gap and how businesses can close it.

33% of future-ready companies are looking for a new job

40% of future-ready companies are looking for a new job

30% of future-ready companies are looking for a new job

Minding Mindsets

The future is now. It's time to embrace change and innovation. This report explores how businesses can mind their mindsets to stay ahead of the competition.

5x More revenue from AI solutions

2x More revenue from AI solutions

2x More revenue from AI solutions

Generative AI at Scale

Generative AI is transforming the way we work. This report explores how businesses can leverage generative AI to improve productivity and reduce costs.

2-in-3

Two out of three executives are looking for a new job. This report explores the reasons behind this trend and how businesses can attract and retain top talent.

Generative AI at Scale

Generative AI is transforming the way we work. This report explores how businesses can leverage generative AI to improve productivity and reduce costs.

EY TAX
Custom Content for WSJ, 2023

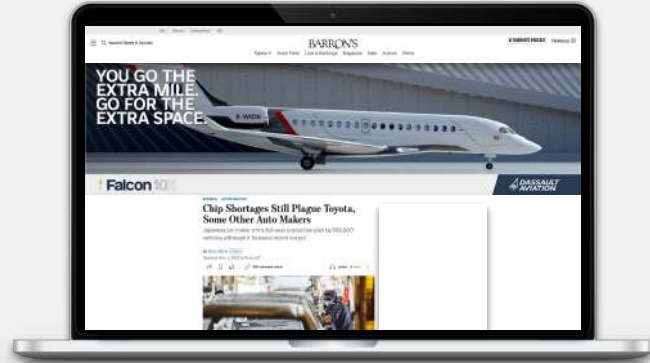
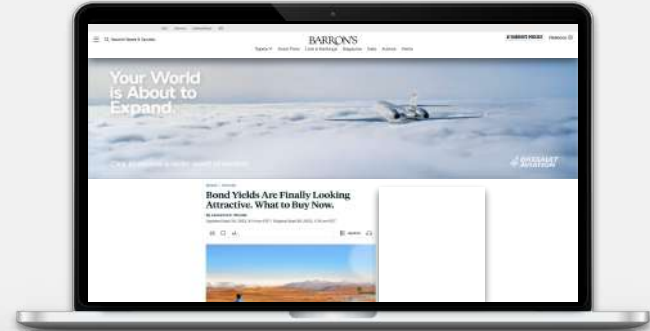
Boston Consulting Group
Custom Content for WSJ, 2023

Case Studies

Luxury



Lufthansa
Custom Content
for WSJ, 2023



Dassault
Custom Content for Barron's, 2022



Madrid Tourism
Custom Content for WSJ, 2023

A Common Thread

Headline: **SUSTAINABILITY — AND LONGEVITY — IN THE LUXURY BUSINESS**

CARE

For Stefano Canali, President and CEO of the luxury menswear brand Canali, the core values that form the brand's DNA have been passed through three generations. Founded in 1976 by his grandfather and his father, 1982, the Canali business has been built with a deep foundation of respect and ethics.

The name Canali comes from the first two letters of the brand name "CANALI" — referring to the river that supports the town's entire economic system: responsibility, respect, resilience, adaptability and trust. Canali's core values, carrying many attributes that we've been working on for decades, are what is shared that we are always focused on to improve quality, value and performance. Says Mr. Canali:

At Canali, it is possible for a piece of clothing to be made in Italy which is made in the heart of the country. It is a business of respect. But when we're talking about the future, we have to be able to adapt to the market, what the role is after the company or the role you're in. You must make an effort to be competitive in the market. If you are not, you're not in business. It's a must.

Such values tend to ripple out through a business, creating a positive culture with respect, customer and employee care. It's an agreement that Mr. Canali has made: "we're here to respect, and give respect."

66 99

REliability

As an industry where greenwashing has become commonplace, it's been important for Canali to take a more holistic, quantifiable and transparent approach to a sustainable brand. The first step was the launch of the brand's environmental footprint and the launch of the environmental footprint index by the European Commission. When considering the European Commission's Environmental Footprint Index, the CEO of Canali has been the first to announce that the brand's commitment to the environment is not just a marketing exercise, but a core business strategy. As he says, the brand's commitment to the environment is not just a marketing exercise, but a core business strategy. As he says, the brand's commitment to the environment is not just a marketing exercise, but a core business strategy.

PEP

With a single step in Italy, already measured in terms of effort. But measuring the impact of these activities, we can make sure that action is meaningful.

Gift of Kings

Headline: **Following the Journey From Farm to Boutique**

Innovations in blockchain technology are giving luxury consumers a new level of transparency and traceability.

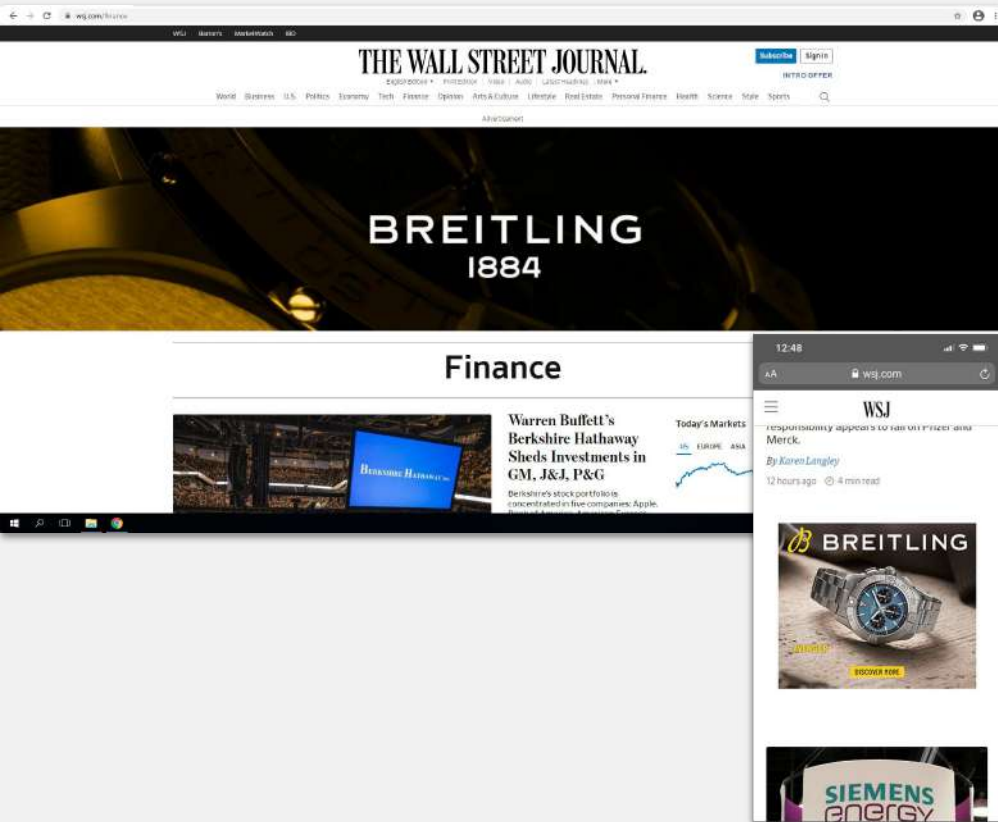
TAP STORY >

Custom Content from WSJ is a part of The Wall Street Journal's Reporting Operations. For more information, please contact us at wsj-custom@wsj.com.

Gift of Kings

Headline: **Beginning with the Spring/Summer 2023 collection, all new products made of the Gift of Kings® wool will utilize the Aura Blockchain to digitally track and certify pieces made from this highly exclusive material. Consumers can simply scan a QR code inside a garment to view the multi-step creation process.**

Canali, Loro Piana
Custom Content for WSJ, 2023



Breitling

WSJ Digital Campaign, 2023



OMEGA, Boucheron

Women's Spring Fashion Mag 2024 / EMEA

Thank You

DAVY PERROT

Client Partner

an affluent audience *across* generations

Gender Split

US: 60% Male; 40% Female
EUROPE: 65% Male; 35% Female
APAC: 56% Male; 44% Female



30%

GEN Z & MILLENNIALS IN THE US

37% in Europe; 41% in APAC



40%

GEN X IN THE US

48% in Europe; 39% in APAC



23%

BOOMERS IN THE US

16% in Europe; 21% in APAC