

# The Wall Street Journal Europe

## BACKGROUND

The Wall Street Journal Europe is one of the leading providers of global business news for Europe, the Middle East and Africa. Launched in 1983, it provides indispensable news and analysis of regional and global business developments for an influential pan-regional audience of corporate and government decision-makers.

Published by Dow Jones & Company, Inc, The Wall Street Journal Europe has won many awards for excellence in journalism, including a Pulitzer Prize for international reporting in 1999 for its in-depth, analytical coverage of the Russian financial crisis; the Peter R. Weitz Prize for excellence and originality in reporting on European affairs every year since 2003 and U.K. Business Journalist of the Year Awards since the inaugural award in 1999.

Edited and published in Brussels, The Wall Street Journal Europe is printed in 10 locations throughout the region - Belgium, Germany, Ireland, Italy, Spain, Switzerland, Turkey, the U.K, Israel and France - and distributed in more than 50 countries. Almost 80% of its subscribers are European citizens.

The Wall Street Journal Europe can also be found at The Wall Street Journal Online at [www.wsj.com](http://www.wsj.com), the largest paid subscription news site on the Web with 1 million subscribers (Q3, 2007).

## AVERAGE DAILY CIRCULATION

- The Wall Street Journal Europe has a circulation of 81,445 (ABC July - Dec, 2006).
- Total readership is 219,900 (Wall Street Journal Europe Subscriber Study 2006)
- The Wall Street Journal Europe is the only pan-regional daily newspaper to show growth on all three key pan-European readership surveys in 2006, including EBRS 2006, where the Journal Europe was ranked the most influential pan-European publication in its field group.
- The Journal Europe has a higher concentration of senior management and high income earners among its readers than any international daily or weekly in its field (European Business Readership Survey 2006)

## READER PROFILE

- European citizens: 79%
- Top management: 62%
- Average personal income: U.S. \$286,000
- Average household net worth: U.S. \$2.98 million (Wall Street Journal Europe Subscriber Study 2007)

## **EDITORIAL RESOURCES/OPERATIONS**

- The Wall Street Journal Europe is part of the Dow Jones network of 1,900 editors and reporters worldwide, including nearly 360 in Europe alone.
- Together with Dow Jones Newswires, the Journal has around 30 news bureaus across the EMEA regions.
- The Wall Street Journal Europe has exclusive daily access to Washington Post news and signed op-ed pieces, as well as a daily BreakingViews column of market views and opinion.
- Dow Jones co-publishes "Style Journal", a quarterly luxury lifestyle magazine distributed with The Wall Street Journal Europe.
- In April 2007, Dow Jones acquired London-based FinancialNews and is developing initiatives to enhance its offerings through The Wall Street Journal Europe and other Dow Jones properties in Europe.