

## The Wall Street Journal Asia

### BACKGROUND

The Wall Street Journal Asia is the leader in global business news for Asia. Since 1976, it has provided indispensable news and analysis of regional and global business developments for an influential pan-Asian audience of corporate and government decision-makers.

### FACTS AND STATS

The Wall Street Journal Asia has a circulation of 80,706 (HK ABC Jan-Jun 2008) and an estimated total readership of 371,248. The Wall Street Journal Asia has been voted the most "important business reading" among international daily newspapers in Asia in every ABR/BE:ASIA study since the survey's inception in 1985.

### READER PROFILE

- Asian citizens: 78%
- Top management: 67%
- Average annual personal income: U.S. \$229,000
- Average annual household income: U.S. \$301,000
- Average household net worth: U.S. \$2.4 million
- 58.2% of subscribers are involved in the acquisition of banking and financial services at work
- Subscribers spend an average of 50 minutes a day reading the newspaper  
(The Wall Street Journal Asia Subscriber Study - 2007)

### EDITORIAL RESOURCES/OPERATIONS

- Editor: Daniel Hertzberg.
- Managing Editor: Christine Glancey.
- Associate Editor: Peter Stein.
- Bureaus in Asia include: Bangkok, Beijing, Hong Kong, Jakarta, Mumbai, New Delhi, Seoul, Shanghai, Singapore, Taipei, and Tokyo.
- The Wall Street Journal Asia news team is part of the Dow Jones network of more than 300 editors and reporters in Asia.
- Nine (9) printing plants in Asia: Hong Kong, Singapore, Tokyo, Bangkok, Kuala Lumpur, Seoul, Taipei, Manila and Jakarta.

### CONTENT

- **Main news section:** Regional and global corporate news, as well as hallmark political and economic reporting, arranged as Leading the News, Corporate News, Economy & Politics, Editorials & Opinion pages.
- **Daily "News In Depth" Section:** Featuring the Journal's hallmark long-form journalism.
- **Money & Investing Section:** A pull-out section of daily Global Finance and World Markets pages, plus an expanded markets statistics package offering snapshots of more markets and countries with enhanced online offerings for individual stock listings for more than 25,000 companies.
- **Weekend Journal:** Separate magazine-style section on Fridays that includes topics such as Travel, Fashion, Sports, Society, Food and Wine. Weekend Journal features some of our most popular features including City Walks and One Hour Out, the Arbitrage column on smarter shopping, the Time Off calendar of regional events and the Taste page of opinion articles.
- **WSJ.:** The Asia edition of WSJ., The Wall Street Journal's glossy lifestyle magazine, is distributed with The Wall Street Journal Asia. The premiere issue was published on Sept. 5, 2008.
- Optional full access to The Wall Street Journal Online, the largest paid subscription news site on the Web, with more than one million paid subscribers world-wide.

#### INTEGRATED PRINT/ONLINE FEATURES

- **Pointers:** Located throughout the newspaper to additional material online, such as online-exclusive columns and news coverage, full interview transcripts, photos, statistics, graphics and videos.
- **In Today's Paper:** Section linked from the Europe/Asia home pages that lists every major story in the print edition by page and headline, along with a 90-day archive for subscribers. Readers also have access to the page-by-page rundown for the U.S. Journal.

#### RECENT AWARDS

The Wall Street Journal Asia won four prizes in the 2008 Society of Publishers in Asia (SOPA) awards for editorial excellence, including the year's top award for Excellence in Public Service Journalism for its series of nine articles on the unintended environmental and social consequences of China's US\$22 billion Three Gorges dam project, and the Scoop Award for the series' first article. The Three Gorges series was also awarded an Honorable Mention in the category of Excellence in Reporting on the Environment.

The Wall Street Journal Asia received two Merit prizes in the English-language Newspaper-Feature category of the 12th Annual Human Rights Press Awards: The Wall Street Journal Asia's editorial page was awarded a Merit prize in the Commentary & Analysis category. The Awards are organized by Amnesty International Hong Kong, the Foreign Correspondents Club in Hong Kong and the Hong Kong Journalists Association.

In 2008, The Wall Street Journal Asia received two Awards for Excellence in page design from the Society for News Design.

The Wall Street Journal's China staff won a Pulitzer Prize in 2007 for coverage of the consequences of the nation's rapid growth.

#### CHINESE WSJ.COM (CWSJ)

Launched in January 2002, Chinese WSJ.com, or CWSJ (<http://cn.wsj.com>) is The Wall Street Journal's online Chinese-language edition.

CWSJ, under managing editor Li Yuan, draws on the editorial resources of Dow Jones' global news network, while addressing the needs of local subscribers through the efforts of a dedicated bilingual team. CWSJ features the latest

in international business and financial news, and is updated around-the-clock every international business day.

A redesigned CWSJ was launched in December 2008, featuring enriched content and numerous features which have made the Web site significantly user-friendlier and have created a range of new opportunities for a growing roster of advertisers. The redesigned CWSJ boasts streamlined navigation, expanded coverage of breaking business and financial news, and several new Chinese-language versions of the Journal's most popular columns and blogs on personal finance, including a Chinese-language version of the Heard on the Street column, careers and management, lifestyle and fashion, and health. A new blog created exclusively for CWSJ provides a forum for commentary by leading Chinese and Asian economists.

Monthly page views exceed 16 million (October 2008).