



Franchisee Advertising Program

The Wall Street Journal

Through constant innovation, brand investment and inspiration, *The Wall Street Journal* remains the global authority for news and information. The *Journal* continues to be the leading environment for luxury home clients to connect with the world's most affluent home-buying audience. With the launch of Mansion, The *Journal's* bold, new real estate section, they are able to further strengthen their brand, expand visibility and deliver their message with more resounding results through new and exciting content alignment opportunities. The advertising in Mansion reaches the homes of The *Journal's* affluent, global audience.

CIRCULATION & DEMOGRAPHICS: TOTAL OUTREACH

WSJ Global edition circulation:	1,624,073
Global audience:	3.7 million
Geographic Distribution:	US, Europe, Asia
Readership:	3,615,483
Male/Female Skew:	69% Male / 31% Female
Average HHI:	\$257,100 (US) \$334,000 (Asia) \$335,000 (Europe)
Average Age:	51



2015 RATES

ZONE	PRICE RATE*	FULL PAGE	1/2 PAGE	1/4 PAGE	2 INCH	3 INCH	4 INCH	6 INCH
Chicago	\$81.71	\$7,619	\$4,216	\$2,353	\$163.42	\$245.13	\$326.84	\$490.26
Eastern	\$389.44	\$36,311	\$29,095	\$11,216	\$778.88	\$1,168.32	\$1,557.76	\$2,336.64
Florida	\$82.58	\$7,699.76	\$4,261.13	\$2,378	\$165.16	\$247.74	\$330.32	\$495.48
Midwest	\$309.32	\$28,841	\$15,961	\$8,909	\$618.64	\$927.96	\$1,237.28	\$1,855.92
National	\$485.44	\$45,263	\$25,049	\$13,981	\$970.88	\$1,456.32	\$1,941.76	\$2,912.64
New York	\$184.85	\$17,235	\$9,538	\$5,324	\$369.70	\$554.55	\$739.40	\$1,109.10
Northeast	\$196.22	\$18,296	\$10,125	\$5,651	\$392.44	\$588.66	\$784.88	\$1,177.32
N. California	\$94.03	\$8,767	\$4,852	\$2,708	\$188.06	\$282.09	\$376.12	\$564.18
Southern	\$139.41	\$12,999	\$7,194	\$4,015	\$278.82	\$418.23	\$557.64	\$836.46
S. California	\$127.00	\$11,842	\$6,553	\$3,658	\$254.00	\$381.00	\$508.00	\$762.00
Western	\$225.48	\$21,024	\$11,635	\$6,494	\$450.96	\$676.44	\$901.92	\$1,352.88
Asia	\$74.74	\$6,969	\$3,857	\$2,153	\$149.48	\$224.22	\$298.96	\$448.44
Europe	\$91.27	\$8,510	\$4,710	\$2,629	\$182.54	\$273.81	\$365.08	\$547.62
Global	\$651.45	\$60,741	\$33,615	\$16,808	\$1,302.90	\$1,954.35	\$2,605.80	\$3,908.70