



Wall Street Journal Circulation Continues to Grow as Ongoing Investment in Franchise...

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Wall Street Journal Circulation Continues to Grow as Ongoing Investment in Franchise Provides Greater Value to Readers and Advertisers

NEW YORK, Oct. 14, 2009 (GLOBE NEWSWIRE) -- The Wall Street Journal circulation continues to grow, rising to 2,024,269 (Sept. 2009) from 2,011,999 (Sept. 2008) as filed with the Audit Bureau of Circulations, subject to audit. The continued growth of The Wall Street Journal franchise is a result of the ongoing investment that Dow Jones has made in the franchise during the past few years. This growth combined with increased subscription rates has led to an increase in total circulation revenue of 10.1% to the Journal year-over-year.

Some of the recent investments across the Journal's print and digital properties that provide readers and advertisers with greater value include: an expanded news hole, expanded coverage of U.S., political and international news, additional editorial pages, additional WSJ.com global editions, launch of the "News Hub," the twice-daily newscast broadcast live across The Wall Street Journal Digital Network and new products, such as the WSJ Mobile Reader application for the Blackberry and iPhone, WSJ., the Journal's glossy magazine and a redesigned WSJ.com.

The Journal's individually paid circulation, which is critically important to advertisers, grew by 0.78% to 1,437,853. This is the second consecutive period of individually paid growth for the Journal, an increase of more than 3.2% since Sept. 2007.

"Subscribers continue to gravitate to the Journal franchise because of the commitment to quality editorial and the continued expansion of our products and new delivery platforms to reach readers on their terms," said Todd Larsen, chief operating officer, Dow Jones & Company's Consumer Media Group.

In addition, the Journal maintains its leading position among key demographics, according to the 2009 Mendelsohn Affluent Survey.

Among all print publications, the Journal is the top title in reaching adults with a personal income of \$150,000+ and it remains number one in reaching top managers in large corporations. With an average household income of \$290,000 and an average net worth of \$1.8 million, Journal readers are among the most affluent audience segments represented in this survey. The Journal also reaches 12% of C-suite executives, remaining number one among its competitive set (Source: 2009 Mendelsohn Affluent Survey, HHI \$100,000+).

The Journal is also gaining additional revenue streams based on the customer preference program implemented by Marriott International Inc. who became the first major hotel company to shift to a newspaper delivery system based solely on customer preference in April. Since then, the Journal's Marriott hotel sales have increased 20%.

"When given a choice, more people are choosing the Journal," said Paul Bascobert, chief marketing officer, Dow Jones & Company's Consumer Media Group. "These partnerships aim to provide subscribers with easy access to the Journal when they travel. We hope that the Marriott program will encourage more hotels to give their customers a choice when it comes to their newspaper preference."

About The Wall Street Journal

Founded in 1889, The Wall Street Journal, the flagship publication of Dow Jones Company is the world's leading business publication and holds 33 Pulitzer Prizes for outstanding journalism. The Wall Street Journal has a print and online circulation of more than 2 million, reaching the nation's top business and political leaders, as well as investors across the country. The Wall Street Journal boasts the largest individually paid circulation out of the top 25 U.S. newspapers. Other publications that are part of The Wall Street Journal franchise, with a global audience of 3.8 million, include The Wall Street Journal Asia and The Wall Street Journal Europe. The Wall Street Journal Online at WSJ.com is the leading provider of business and financial news and analysis on the Web with more than one million subscribers and 26 million users per month. WSJ.com is the flagship site of The Wall Street Journal Digital Network, which also includes MarketWatch.com, Barrons.com and AllThingsD.com. In 2009, the Journal was ranked No. 1 in BtoB's Media Power 50 for the 10th consecutive year. The Wall Street Journal Radio Network services news and information to more than 350 radio stations in the U.S.

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