

# LEADING AUDIENCE

PUBLICATION	ADULTS (000)	AVERAGE HHI (\$)	MEN	WOMEN
<b>Totals</b>	<b>81,000</b>	<b>\$224,064</b>	<b>41,638</b>	<b>39,362</b>
<b>WSJ. Magazine*</b>	<b>5,892</b>	<b>\$287,009</b>	<b>3,241</b>	<b>2,651</b>
New York Times-Daily	3,392	\$276,052	2,108	1,284
New York Times-Sun.	4,315	\$282,966	2,469	1,845
Vogue	3,428	\$275,867	924	2,503
Vanity Fair	1,895	\$250,023	571	1,324
GQ	1,956	\$291,428	1,594	362
Elle	1,731	\$293,820	354	1,377
Esquire	1,057	\$286,477	841	216
Harper's Bazaar	880	\$257,540	236	644
W	647	\$356,011	165	482

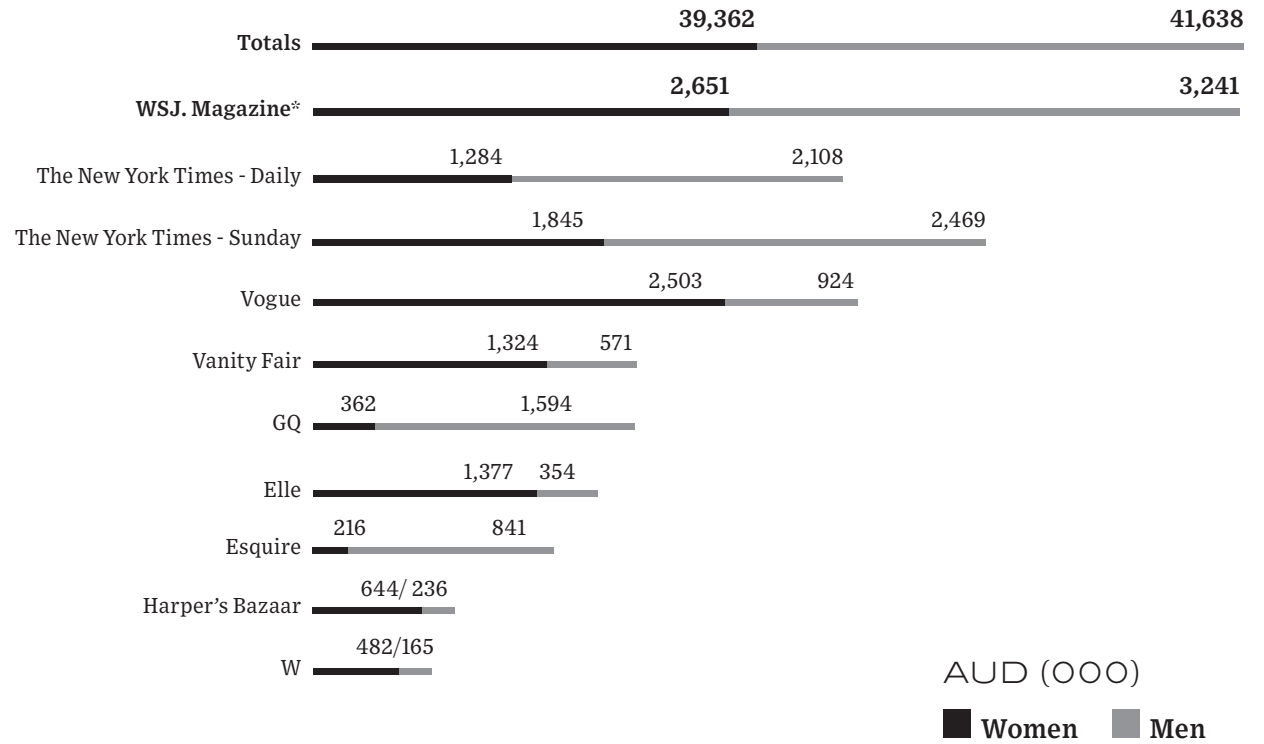
# EXCLUSIVE READERSHIP

Few WSJ. Magazine readers  
read competitive publications.

PUBLICATION	TOTAL AUDIENCE (000)	% OF WSJ. READERS WHO DO NOT READ
<b>WSJ. Magazine*</b>	5,892	-
T Magazine**	4,315	83%
Vogue	3,428	90%
Vanity Fair	1,895	92%
GQ	1,956	94%
Elle	1,731	94%
Esquire	1,057	96%
Harper's Bazaar	880	97%
W	647	98%

# DUAL AUDIENCE

WSJ. Magazine reaches the largest dual audience of both men and women.



# GLOBAL DEMOGRAPHICS

---

	U.S.	EUROPE	ASIA
<b>Circulation</b>	1,229,256	53,040	65,015
NY Region	162,717	--	--
CA Region	189,574	--	--
<b>Audience</b>	5,892,000	510,000	273,062
<b>Average Personal Income</b>	\$191,281	\$104,944	\$258,893
<b>Average Age</b>	49	42	45
<b>M/F Split</b>	55/45	67/33	79/21

# READERSHIP

## DEMOGRAPHICS

Multi-Millionaires - Total Household Net Worth - \$2,000,000+	1,744,000
Household Income: \$500,000+	372,000
Average Personal Income	\$191, 281
Average Household Income	287,009

## SAVVY INVESTORS

Average Value of Total Household Liquid Assets	\$1,384,662
Average # of Securities Transactions in Past Year	9.5
Total Financial Accounts (Liquid Assets) - \$1,000,000+	34.4%

## INTREPID TRAVELERS

Usually Stay at Luxury Boutique Hotels or Five-Star Accommodations	32.9%
Typically Fly First or Business Class	44.7%
Have Taken a Cruise in the Past 3 Years	42.8%
Have been a Passenger on a Private Aircraft in the Past Year	444,000
Average Airline Round Trips in Past Year - Vacation/Personal	4.8
Average Airline Round Trips in Past Year - Business	6.7

## ENTERTAINING

Entertain in or out of Home in an Average Month	88.8%
Have a Wine Cellar or Wine Refrigerator	36.8%

## LEISURE ACTIVITIES

Visited Art Auctions/Gallery Exhibits/Antiques Shows/ Museums Past Year	77.3%
Attended Theater, Concerts, Opera, Performing Arts in the Past Year	77.3%
Visited a Spa in the Past Year	34.1%
Visited a Casino in the Past Year	46.2%
Average # of Days in Past Year Playing Golf	19.9
Average # of Days in Past year Playing Tennis	17.6

## CAR CONNOISSEURS

Own a Midsize Car	25.8%
Own a Luxury Car	38.7%
Own/Lease 3+ Cars	29.8%

## HOUSEHOLD EXPENDITURES

Total Charitable Donations	\$17.6 Billion
Total Apparel and Accessories/Eyewear	\$26.6 Billion
Total Watches, Jewelry	\$8.6 Billion
Total Leisure, Entertainment, and Dining	\$19.9 Billion
Total Travel	\$31.4 Billion

## ADVANCED THINKERS

College Grad Plus	85.2%
Post Grad Degree	48.2%