

## THE WALL STREET JOURNAL

The Wall Street Journal is the world's leading business publication with more than two million subscribers and is the largest U.S. newspaper by total paid circulation.

The Journal franchise comprises The Wall Street Journal, The Wall Street Journal Asia and The Wall Street Journal Europe. WSJ.com, the leading provider of business and financial news and analysis on the Web, is the flagship site of The Wall Street Journal Digital Network, which also includes MarketWatch.com, Barrons.com, AllThingsD.com, FINS.com and SmartMoney.com.

Launched in September 2008, WSJ. is the glossy, lifestyle magazine published by The Wall Street Journal, Published 10 times per year as part of WSJ Weekend, WSJ. is distributed internationally in Europe and Asia.

Wall Street Journal's conferences bring together the world's most influential leaders from industry, finance, government, technology and other sectors with top editors from the Journal to discuss and debate the pressing issues of our times. Journal conferences include DJAll Things Digital; CEO Council; ECO:nomics; CFO Network; Women in the Economy and a quarterly Viewpoints series.

The Journal holds 34 Pulitzer Prizes for outstanding journalism, and, in 2011, was ranked No. 1 in BtoB's Media Power 50 for the 12th consecutive year.

## EDITORIAL OPERATIONS

- Dow Jones and The Wall Street Journal have a global news staff of more than 2,000 journalists in 85 news bureaus across 51 countries.

## EDITORIAL CONTENT

- **Section One:** U.S. and international news, political and economic reporting and opinion pages.
- **Greater New York** (section two, Monday-Saturday in New York DMA): Stand-alone section dedicated to coverage of and commentary on the New York City metropolitan area.
- **Marketplace:** Includes corporate news and coverage of the media & marketing industries as well as technology.
- **Money & Investing:** In-depth coverage and analysis of international financial markets.
- **Personal Journal:** Includes health and wellness, careers and cultural pursuits coverage.
- **Friday Journal:** Explores issues of personal interest, including real estate, travel and sports and contains stories that offer editors' picks about topics such as personal health and fitness; cars and travel; fashion and food; gadgets and education; and entertainment and shopping.
- **Review** (WSJ Weekend): Features agenda-setting insight and thoughtful analysis with in-depth features, reports, book excerpts and essays about the most compelling issues and ideas.
- **Off Duty** (WSJ Weekend): a weekly style guide with dispatches and advice on fashion, travel, food, wine, decoration and technology.

## EDITORIAL CHANGES AND EXPANSION:

- WSJ Weekend, the weekend newspaper, expanded September 2010, with two new sections: "Off Duty" and "Review."
- Greater New York, a stand-alone, full color section dedicated to the New York metro area, launched April 2010.
- The Wall Street Journal's San Francisco Bay Area Edition, which focuses on local news and events, launched on November 2009, appearing locally each Thursday in the print Journal and every day on online at WSJ.com/SF.
- WSJ Weekend, formerly called Saturday's Weekend Edition: September 2005.
- Launch of Today's Journal, which included both the addition of Personal Journal and color capacity to the Journal: April 2002.
- Friday Journal, formerly called First Weekend Journal: March 20, 1998.
- WSJ.com launched in April 1996.
- First three-section Journal: October 1988.

- First two-section Journal: June 1980.

*Updated: January 2012*