



WSJ. Insights

The Power of The Wall Street Journal

THE WALL STREET JOURNAL

Advertising in The Wall Street Journal Works.

Pillars of BAV[®] Brand Equity.

ENERGIZED
DIFFERENTIATION

The brand's point
of difference.



Brand STRENGTH

(Energized Differentiation & Relevance)

RELEVANCE

How appropriate
the brand is to
YOU



ESTEEM
How well
regarded
the brand is.



Brand STATURE

(Esteem & Knowledge)

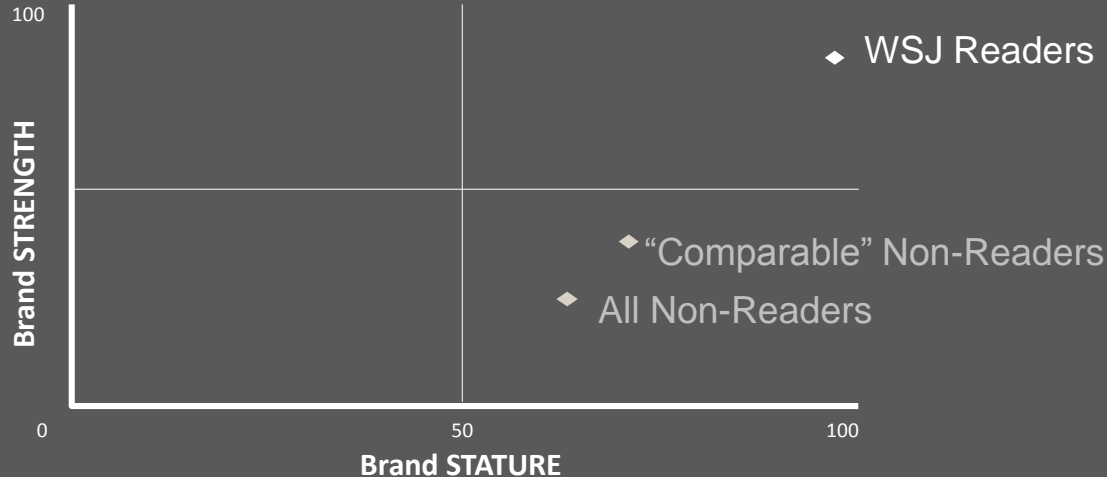
KNOWLEDGE
An intimate
understanding
of the brand.



Advertising in WSJ Drives Brand Stature & Brand Strength.

Forging bonds in a powerful, resonant environment, with a powerful influential audience

Average WSJ Advertiser Brand Equity Among WSJ Readers, Non-Readers and “Comparable” Non-Readers



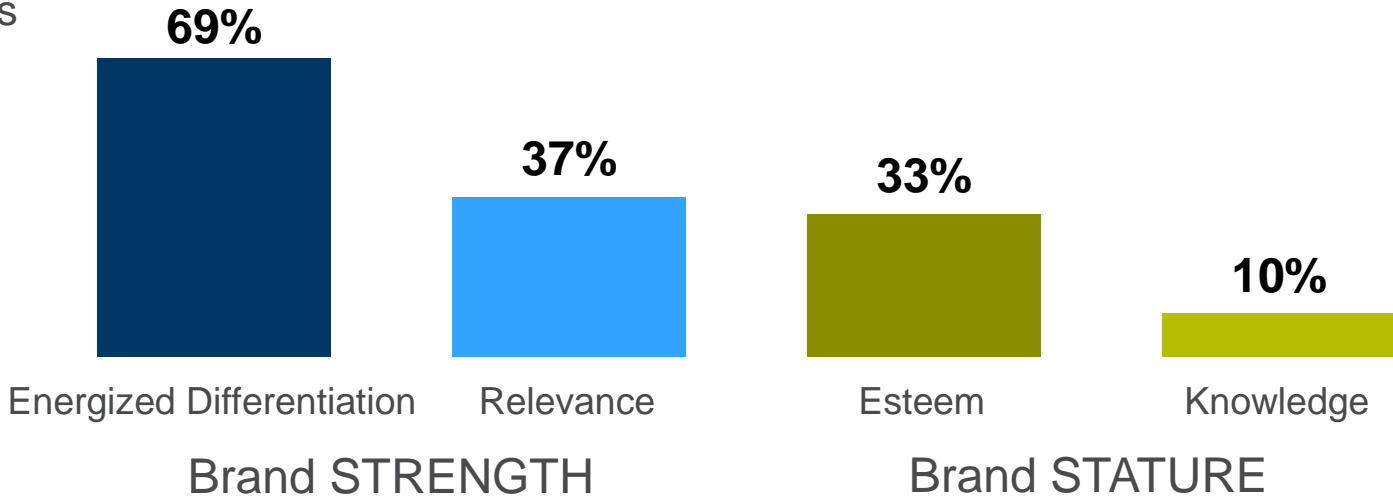
Comparable Non-Readers: Managers or above who have decision-making power in their role but don't read the WSJ

BAV® Consulting: USA 2012 & 2013 among WSJ Readers and Comparable Non-Readers

WSJ Advertisers Are Much More Compelling To WSJ Readers.

Specifically strong lift in Energized Differentiation

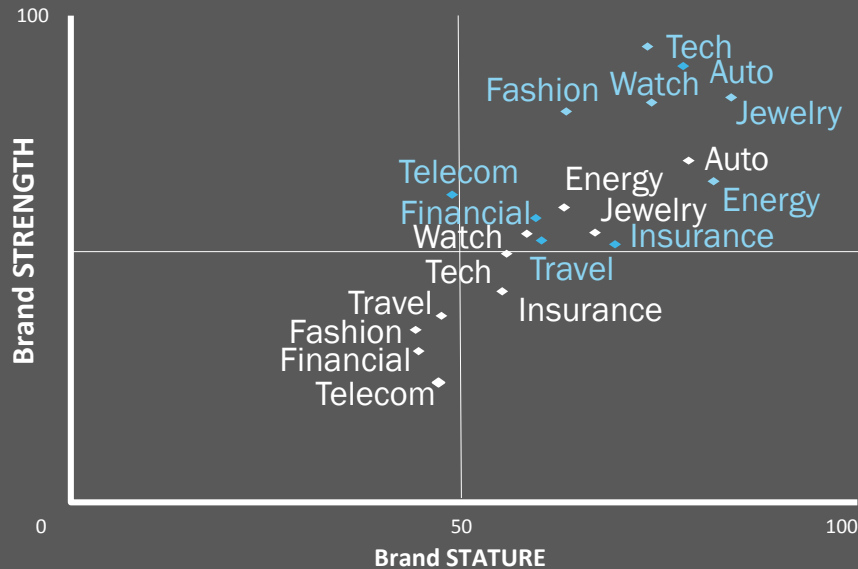
% lift of Brand Equity of 74 measured WSJ Advertisers: WSJ Readers vs. “Comparable” Non-Readers



BAV® Consulting: USA 2012 and 2013 among WSJ Readers, Non-Readers, and Comparable Non-Readers

Pronounced Outcomes in Every Category.

Average WSJ Advertiser Brand Equity Among WSJ Readers vs. “Comparable” Non-Readers by Category



WSJ Readers

“Comparable” Non-readers

BAV® Consulting: USA 2012 & 2013 among WSJ Readers and Comparable Non-Readers

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