

WSJ.COM

AUDIENCE PROFILE

WSJ.com reaches an audience of **42** million digital readers per month who seek the news and information critical to their business and personal lives. Edited locally in three languages and available across digital platforms including mobile and tablet devices, WSJ.com delivers breaking news streams, interactive features, videos and blogs.

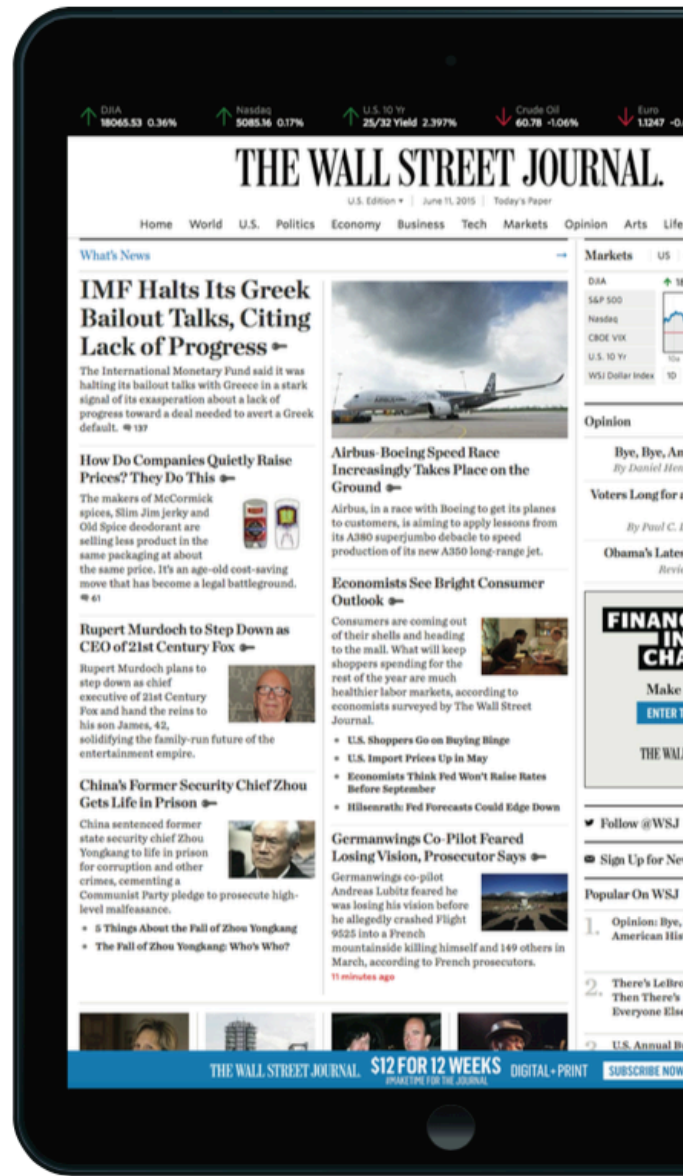
TRAFFIC

Unique Visitors 42.4 Million
Page Views 169 Million

DEMOGRAPHICS

Men/Women 62/38
Average Age 43
Average Household Income \$242,007
Average Household Net Worth \$1,489,932

	Comp (%)	Index
HHI \$200,000 or More	30	127
Graduated College or More	81	111
Millionaire	41	113
Top Management	35	119



Source: comScore Media Metrix Q1 (Jan-Mar) 2017, 3-Month Avg.; US multi-platform; 2017 Spring Ipsos Study HHI \$100,000+; includes past 30 day visits to WSJ.com on digital platforms; top management based on employed.