

**THE WALL STREET JOURNAL.**  
 EUROPE  
 Thursday, November 12, 2010

**Most banks to easily clear Basel hurdles**

**Cuba unveils huge layoffs in shift toward capitalism**

**Investing in education: Our idea of a winning formula.**

**BUSINESS & FINANCE**  
 Thursday, November 12, 2010

**Boeing, Airbus pin hopes on Mideast**

**How much higher for stocks?**

**Nose dive | Net annual jet orders**

### THE WALL STREET JOURNAL EUROPE

# AT A GLANCE

GLOBAL BUSINESS NEWS ACROSS EUROPE

FREQUENCY

DAILY

WEEKLY

MONTHLY

QUARTERLY

Our mission is to be the leading provider of global business news, information and insight to executives who are based within Europe, but think, operate and compete in an international arena. We aim to provide the freshest, smartest, and the most relevant global news – in an engaging print and online format – by drawing on the most extensive network of reporters and editors of any business media company.

### PERSONAL PROFILE

Male	85%
Average Age	49
European Citizens	85%
Average household income	\$335,000
Average personal income	\$291,000
Average household net worth	\$2,743,000
Top management	66%

### EUROPE'S INTERNATIONAL BUSINESS DAILY

Circulation	73,250
Readership	219,750
Average time spent reading WSJE	46 minutes
Average years subscribing to WSJE	7 years
Launched	1983

### AN ELITE EUROPEAN AUDIENCE

International business perspective is important to me	100%
Serve on a board of directors	49%
Work in companies with 1,000+ employees	53%
Purchase decisions in finance and banking services	46%
Average value of funds managed	\$435m
Involved in political/public activities	79%

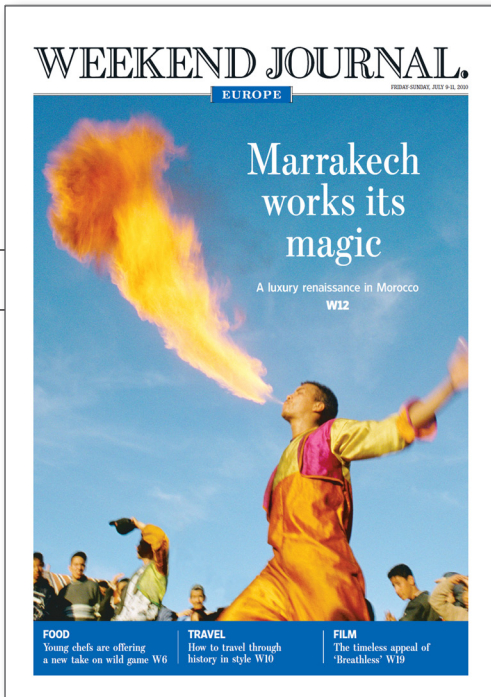
Sources: WSJE Subscriber Study 2010, Base: Employed respondents, Circulation: ABC Jan - Jun 2010

For more information, contact your local sales representative:

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### WEEKEND JOURNAL

39% read the Weekend Journal on Friday

62% read the Weekend Journal on the Weekend and during the following week



### AFFLUENT BUYERS

42% have bought watches in the past year

57% have bought jewelry in the past year

\$5,528 Average amount spent on watches

### ACTIVE INVESTORS

96% have investments

78% are interested in international investment opportunities

\$2.3m Average value of investments



### ONLINE

36% have visited WSJ.com, Barron's

Online or MarketWatch.com in the past 30 days

60% use WSJDN to get additional information/

content about stories they read in the print Journal.

Source: WSJE Subscriber study 2010

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