

Smart Money

THE WALL STREET JOURNAL MAGAZINE

2010 Marketplace Media Kit

SmartMoney

SmartMoney, The Wall Street Journal Magazine – the Authority on Personal Business

SmartMoney, The Wall Street Journal Magazine, was launched in 1992 by Hearst Corporation and Dow Jones & Company, Inc. to service the need for personal finance information among professional and managerial Americans who, while affluent and sophisticated, are overworked and overwhelmed.

SmartMoney promises to answer the tough questions of those who have become confused as a result of the nation's emerging new personal economy. In doing so, SmartMoney has established a new standard in personal finance publishing and added a new dimension to upscale service journalism.

With the refreshing clarity and provocative wit that characterizes The Wall Street Journal, SmartMoney presents practical yet highly imaginative ideas for investing, spending and saving, plus regular coverage of technology, automotive, careers and lifestyle subjects including upscale travel, fashion, wine, music, food and more. In all cases, the magazine stresses consumer service with action-oriented information.

The SmartMoney editorial team, which has won three National Magazine Awards and has been a finalist 11 times, includes three Pulitzer Prize winners.

The Power of SmartMoney

SmartMoney's core audience is affluent, ready-to-spend Baby Boomers:

- 45% of SmartMoney readers are age 40-59.

SmartMoney readers are spenders:

- \$223 billion on investments
- \$92 billion on automobiles
- \$5 billion on consumer electronics
- \$5 billion on vacations
- \$1.9 billion on clothing
- \$550 million on fine jewelry and watches
- \$120 million on out of pocket prescription drugs

Investing Intelligently

For baby boomers, SmartMoney is the trusted resource. While other publications cover investing, SmartMoney takes an intelligent, long-term approach.

Saving Wisely

SmartMoney provides reliable savings and retirement strategies for its audience of knowledgeable consumers who are focused on their future and financial security.

Spending Stylishly

Whether it be an everyday necessity or a luxury indulgence, SmartMoney helps its readers and users find the best value on big ticket purchases with out sacrificing style.

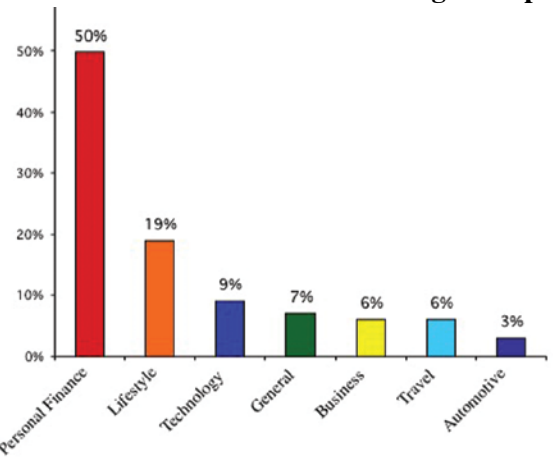
The Right Environment

SmartMoney reaches influential thought-leaders and business executives both in-magazine and online. These influential business executives come to SmartMoney for financial advice, analysis, and business news that leads to action, from a personal and professional standpoint.

The Right Audience

SmartMoney delivers active, affluent and sophisticated consumers who buy luxury across all categories:

The Most Diverse Editorial Mix - Investing and Spending



Delivers the Right Consumers - Every Marketer's Dream

Travel

- 62% of readers have taken two or more vacations in the past year.
- *SmartMoney* readers are 84% more likely to have taken three or more cruises in the past three years versus the national average.

Automotive

- Nearly 80% of *SmartMoney* readers own two or more vehicles.
- *SmartMoney* readers spent an average of \$29,913 on a new car in 2005 — \$2,371 more than the national average.

Consumer Electronics

- Nearly one-in-five *SmartMoney* readers have spent \$2,000 or more on consumer electronics in the past year.
- 65% of *SmartMoney* readers plan to spend the same amount or more on consumer electronics in the next 12 months (includes TVs, stereos, DVDs, etc.).

Home

- 34% of *SmartMoney* readers own two or more homes.
- One-in-four *SmartMoney* readers have spent \$5,000+ on home furnishings and nearly one-in-five have spent \$5,000+ on home improvements in the past year.

Wine & Spirits

- One-in-four *SmartMoney* readers buy wine by the case.
- *SmartMoney* readers are 50% more likely to own a wine refrigerator versus the national average.

The *SmartMoney* Marketplace

The *SmartMoney Marketplace* is an exceptional advertising section that delivers your advertising message directly to affluent, educated consumers who profile a high level of discretionary income.

Marketplace advertisers benefit from the strong affinity between the magazine and its readers. When you advertise in the Marketplace, your offer will be read by individuals with the means and motivation to respond.

- The *SmartMoney Marketplace* is comprised of full, half, quarter and one-eighth page four-color display advertisements.
- 800,000 Paid Circulation.

• Marketplace sections are available each monthly issue to accommodate a host of advertising programs.

• *SmartMoney's* high-profile readers are enthusiastic about the information they attain from each new issue. Best of all, they enjoy browsing the Marketplace for new offers for themselves and their families.

Your message will be showcased in a high-impact, easy-to-read format where engaged readers will be shopping for your goods and services. Take advantage of this high-visibility, unique consumers advertising forum to turn *SmartMoney's* readers into your loyal customers!

SmartMoney Delivers a Decidedly Affluent Market

Demographic Profile:

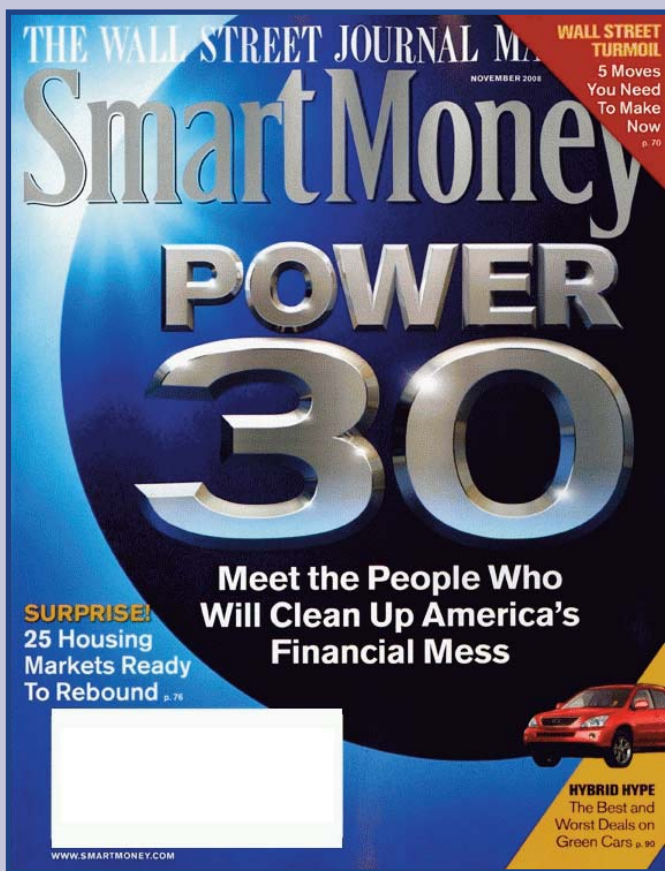
Total Adults	1,142,000
Male/Female	60%/40%
Median Age	49.7
Median HHI	\$149,787
Median IEI	\$92,149
Median Net Worth	\$1,084,037
Median Home Value	\$457,144
Graduated College+	72%
Attended College	88%
Top Management	21%
C- Level Executive	10%

Source: MMR 2008



3.4 Million Readers

Smart Money



Smart Money

Published 12x year
3.4 Million Readers
800,000 Circulation

ADVERTISING RATES

Display Rates:

\$995.00 per inch (1" h x 1.6" w)

Classified Rates:

\$29.95 per word / 14 word minimum

ABOUT THE READERS

Male/Female: 63% / 37%

Median Age: 46.5

Median HHI: \$77,970

Own Home: 75%

Median Home Value: \$295,717

Attended College: 75%

Smart Money

Launched in 1992 by Dow Jones and Hearst, SmartMoney, The Wall Street Journal Magazine has redefined personal finance and business journalism with intelligent and provocative editorial. Innovative reporting has earned SmartMoney unprecedented acclaim and an audience of affluent baby boomers and "C-Suite" executives who have a passion for personal finance and business information.

HOW TO PLACE YOUR AD

Simply complete the order form and fax it back to us at (352) 597-6201 or mail it to:

AMERICA'S MediaMarketing
13169 Jacqueline Rd.
Brooksville, FL 34613

ISSUE

CLOSE DATE

ON-SALE

*If you have any questions,
please call your representative:*

Or call (800) 675-7636