INTERNATIONAL

STUDY	SAMPLE	METHODOLOGY	FREQUENCY	DESCRIPTION
BE: Asia Study (Ipsos MediaCT)	7,418 senior executives (2010 study)	Mail survey	Annual; current study issued Fall 2010	Details the reading habits, business activities, travel patterns, IT usage and demographics of senior business executives at medium-to-large companies in Asia. Measures 190+ national and pan-regional publications, television channels and websites.
BE: Europe Study (Ipsos MediaCT)	8,245 senior executives (2010 study)	Mail survey	Annual; current study issued Fall 2010	Details the reading habits, business activities, travel patterns, IT usage and demographics of senior business executives at medium-to-large companies in Europe. Measures 500+ national and pan-regional publications, television channels and websites.
The Wall Street Journal Asia Subscriber Study (Synovate)	899 subscribers (2010 study)	Mail survey	Every 3-4 years; current study issued Summer 2010	Profiles The Wall Street Journal Asia subscriber, including business and investment activities, travel patterns, insurance ownership, lifestyles, consumer expenditures, technology usage and demographics. This study was fielded in conjunction with studies for The Journal in the U.S., WSJDN and WSJ Europe.
The Wall Street Journal Europe Subscriber Study (MPG International)	527 subscribers (2010 study)	Mail survey	Every 3-4 years; current study issued Summer 2010	Profiles The Wall Street Journal Europe subscriber, including business and investment activities, travel patterns, insurance ownership, lifestyles, consumer expenditures, technology usage and demographics. This study was fielded in conjunction with studies for The Journal in the U.S., WSJDN and WSJ Asia.
International Corporate Perceptions (WSJ Asia: Synovate) (WSJ Europe: Ipsos-RSL)	1,800 subscribers per region surveyed	Mail survey	No set schedule; latest release Spring 2011	Tracks the awareness, reputation, quality of management and investment potential for many of the largest publicly-held companies around the world.
SAM (WSJ Asia: Nielsen) (WSJ Europe: MPG International)	Europe: 500 subscribers surveyed Asia: 1,200 subscribers surveyed	Mail survey: Europe Online survey: Asia	Six times per year	Measures recall of advertisements appearing in specific issues of the international editions. Results for all advertisements tested throughout the year are recorded, facilitating detailed analysis of the relative effectiveness of different positions.
MagAdvisor (Kantar Media)	Not applicable	Analyzes every issue of each measured publication and records linage/page volume. Applies a publication's one-time open rate to calculate ad revenue.	Reports are issued upon request according to time period specified. Updated monthly.	Tracks ad pages/revenue data for pan-regional publications in Asia/Pacific, Europe and Latin America. Details where marketers are allocating print media budgets. Reports overall spending and share-of-market by class, subclass, parent company, subsidiary and brand level.

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