

WSJDN SMARTPHONE AUDIENCE PROFILE

Millions of readers access The Wall Street Journal Digital Network's mobile content each month. With a breadth of product offerings for popular and emerging mobile devices, The Wall Street Journal provides advertisers with the opportunity to reach today's busy consumer through a personal and uncluttered environment.

TRAFFIC

Monthly Unique Visitors: 11,896,000

DEMOGRAPHICS

Men/Women 57/43

AGE

AGE	COMP (%)	INDEX
18-34	42.8	143
35-54	37.8	112
55+	19.4	66

HOUSEHOLD INCOME

\$75,000+	53.5	130
\$100,000+	40.1	143

EDUCATION

Graduated College or More	50.4	128
Postgraduate Study or More	19.1	139

