



Get the
undivided
attention of
1 MILLION TEENS



Today's teens are a tough audience to reach. They enjoy unlimited content options, they're always multi-tasking, and they've moved on to the next thing before you know it.

The Wall Street Journal Classroom Edition connects you with students in a unique, uncluttered environment—right in their schools—in a way that is engaging and relevant. Teachers attest to its success (**91% say their students are engaged while reading The Classroom Edition**), and 70% of the students themselves say they enjoy reading it.



➤ The Journal's award-winning educational publication reaches 1MM high school students monthly.

➤ Teachers use it to enhance their classes and engage students with real-life news and events.

Reach 1 Million Teens

The Classroom Edition now reaches an audience of 1 million teens. It's delivered to nearly 4,500 unique schools—a penetration of 26% of senior high schools in the U.S. Teachers in these schools subscribe to The Classroom Edition to bring concepts to life, and four out of five of them agree it is one of their preferred supplementary resources.

This student audience already represents a huge consumer market: **Spending on and by teenagers will reach \$208.7 billion in 2011.** As they grow older, their buying power will only increase. A strong majority (69%) of The Classroom Edition readers plan to attend a four-year college, putting them on a path for success. Building your brand affinity with them now can yield long-lasting positive results.

Avoid the Clutter

Today's teens are texting, social networking, watching TV, and playing online games—all at the same time. Avoid the clutter and **reach them in a focused environment**, when they're in class interacting with The Wall Street Journal Classroom Edition. When teachers integrate the content into their curricula, you know students read it and interact with your message.



Sources: Dow Jones Research April 2010; Packaged Facts, "The Teens Market in the US," June 2007; 2010 Market Data Retrieval.



Make a Connection When Teens are Engaged

Teens are engaged with The Classroom Edition because it addresses issues they care about, using real-life news and information as an arena for learning. Students see how their interests and ideas fit into the bigger picture, and are able to develop a stronger understanding of the world around them.

74%

of students agree that The Classroom Edition gets them interested in topics they otherwise might not have thought about.

62%

say it is a useful resource for their personal lives outside of school.

70%

say they enjoy reading it.

51%

take action after seeing an ad.

The Wall Street Journal Classroom Edition is the ideal way to get your brand in front of today's multi-tasking, hard-to-reach teens.

We offer a range of integrated opportunities to showcase your message:

➤ THE WALL STREET JOURNAL CLASSROOM EDITION

Offers incredible reach of 1 million students while they are focused in the classroom.

For maximum impact, advertising adjacencies are available around regular topics, including:

Careers	Energy	Sports
College	Environment	Technology
Economics	Money Management	Health

➤ WSJCLASSROOM.COM

Features a digital version of The Classroom Edition, plus additional resources for students and teachers:

Daily updates from The Wall Street Journal

Tools and Resources section with guides for personal finance, and calculators for evaluating college costs and purchases such as cars

➤ SPOTLIGHT SERIES

Cost-effective, fractional ad section and online promotion focused on topics that are critically important to students, adjacent to relevant editorial content.

➤ CUSTOMIZED EDUCATIONAL MARKETING

We can create a robust experience around your message, tying it into custom educational materials for teachers to incorporate into the curriculum.



Contact us today to learn how The Wall Street Journal Classroom Edition can help you make a strong connection with the teen audience you need to reach:

WSJclassroom.com

THE WALL STREET JOURNAL.
CLASSROOM EDITION