



## OVERVIEW: 2010 FEATURES & REPORTS

# EDITORIAL CALENDAR ~ Q3

> AVAILABLE ONLINE AT: [www.wsj-asia.com/calendar](http://www.wsj-asia.com/calendar)

## FREQUENCY

JUL - SEPT 2010

Global Journal Report: Quarterly Stock Markets Review	Jul 1
Global Journal Report: Quarterly Investing in Funds	Jul 6
SAS - Heritage Hotels in Asia	Jul 8
SAS - World Expo Series: International Banking (Part 4 of 6)	Jul 13
SAS - Private Wealth Management II	Jul 15
Weekend Journal Asia: Travel (Newsprint)	Jul 30
Global Journal Report: Business Insight	Aug 23
Weekend Journal Asia: Sports (Newsprint)	Aug 27
Insert - Shanghai Rolex Masters I	Aug 30
SAS - World Expo Series: China as a Global Investor (Part 5 of 6)	Sept 1
SAS - Investing in Israel	Sept 13
Global Journal Report: Energy	Sept 13
WSJ Magazine	Sept 17
SAS - Foreign Exchange Trading	Sept 20
SAS - Private Wealth Management III	Sept 21
SAS - Sustainability: Infrastructure	Sept 23
SAS - Singapore Grand Prix*	Sept 24
Weekend Journal Asia: Wealth (Glossy)	Sept 24
Global Journal Report: Technology - Innovations Awards	Sept 27
Global Journal Report: Next-Planning & Living the New Retirement	Sept 27
SAS - World Expo Series: Investing in China II (Part 6 of 6)	Sept 28
Global Journal Report: Education for Executives	Sept 30
Insert - Shanghai Rolex Masters II	Sept 30

\* Timed to coincide with event

REACH AN AFFLUENT, INFLUENTIAL AUDIENCE

**78%**  
are Asian nationals

**US\$ 2,422,000**  
average household net worth

**87%**  
trust what they read in The Wall Street Journal Asia more than other publications

**69%**  
have taken action as a result of advertising

Source: WSJA subscriber survey 2007

◆ Exclusive to The Wall Street Journal Asia

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# EDITORIAL CALENDAR ~ Q4

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## FREQUENCY

OCT - DEC 2010

Global Journal Report: Quarterly Stock Markets Review	Oct 1
Global Journal Report: Quarterly Investing in Funds	Oct 4
SAS - Digital Life (CEATEC*)	Oct 5
Global Journal Report: Environment	Oct 18
SAS - Biodiversity & Business	Oct 18
SAS - Investing in India	Oct 19
WSJ. Magazine	Oct 22
Global Journal Report: India	Oct 25
SAS - Sustainability: Material	Oct 27
SAS - Private Wealth Management IV	Oct 28
Weekend Journal Asia: Arts & Culture (Glossy)	Oct 29
Global Journal Report: Energy	Nov 8
SAS - Foreign Exchange Trading	Nov 8
SAS - Sustainability: Water	Nov 9
SAS - Asia-Pacific Economic Update - APEC Meetings	Nov 10
SAS - Aerospace (Zhuhai Air Show)	Nov 16
SAS - Digital Life (Mobile Asia Congress)	Nov 17
Global Journal Report: CEO Council Report	Nov 22
SAS - Seoul Economic Outlook	Nov 23
Weekend Journal Asia: Gift Guide (Glossy)	Nov 26
SAS - Sustainability: Energy	Dec 1
WSJ. Magazine	Dec 3
SAS - Foreign Exchange Trading	Dec 6
SAS - Private Wealth Management V	Dec 7

\* Timed to coincide with event

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## EDITORIAL CALENDAR WEEKLY FEATURES

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FREQUENCY

WEEKLY

### Weekly Features:

Every Monday

- ✓ Management
- ✓ The Power List
- ✓ The View from Hong Kong

Every Tuesday

- ✓ Careers
- ✓ China Real Time Report
- ✓ Asia Deal Journal
- ✓ Wealth

Every Wednesday

- ✓ Asian Entrepreneur
- ✓ Property
- ✓ Technology

Every Friday

- ✓ Weekend Journal Asia

Please note: Feature titles and frequency are subject to change.

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