Wherever There Are Chinese, There Is **World Journal**

World Journal was founded in 1976, an affiliated enterprise of Taiwan’s United Daily News Group. It has demonstrated itself the most influential Chinese-language newspaper in North America, and is one of the few US newspapers distributed nationwide. World Journal’s distribution extends throughout North America in the cities with independent publishing operations including New York, Los Angeles, San Francisco, Chicago, Dallas, Vancouver and Toronto.

World Journal has the largest distribution network in Asian American market that extends throughout North America offering on-time information service beyond border.
Pioneer in the News Industry

World Journal is the leading brand of the Chinese language media industry with global, national and local community coverage. To optimize its family-oriented service, World Journal is adaptive to ever-changing market needs and being an industry trend setter.


* World Journal launched worldjournal.com in 1999, a breakthrough from traditional paper format.

* Pioneering reform, in 2002, World Journal became the first Chinese language newspaper in the US to change text layout from vertical to horizontal, which is now widely used by Chinese media.


* World Journal frequently organizes interactive events with readers and, embraces the all-encompassing media integration trend, establishing the most effective Chinese media platform for readers, communities and businesses.

Reaching out and growing with the community has been World Journal’s mission since its establishment. Its team of first rate reporters and editors seek excellence, localization and constant innovation. The World Journal helps new immigrants start a new life guiding Chinese readers to assimilate into mainstream society and encouraging them to participate in civic affairs. As the Chinese population soars exponentially, and Chinese Americans gain influence, World Journal has played the role of information conduit connecting readers, community and government.
Ideals that World Journal’s Brand Represents

* **Integrity**: objective and fair reporting
* **Quality**: superior content and service
* **Innovation**: constant progress & advanced media technology

Core Values of World Journal’s Brand

* **Objective and fair reporting**: Objective and fair news reporting and commentaries
* **Localized editing and reporting**: Helping readers assimilate into mainstream society and culture by offering the most practical news and information and providing “News You Can Use.”
* **Family-oriented**: A newspaper for the whole family to enjoy
* **Diverse innovation**: media publications events
Two Actual, Undeniable Facts on the Rise of Chinese Americans

- Chinese is the largest group in the U.S. Asian American Population
- Chinese Americans lead the average in household income and have strong consumption power
Chinese Americans: the Largest Asian American Group in the US

2010 Demographics of Asian Americans

According to the data released by Census in May, 2013 for the Celebration of Asian/Pacific American Heritage Month, Chinese Americans is the largest Asian American group, with population reaching 4.18 million in the United States. Among them, 2.38 million Chinese Americans speak the Chinese language.

Fact 2

Median Income of Chinese American Households is $65,050

$15,000 Higher Than the US Population Median

Median Income of American Households in 2011 is $50,054

Household Income Comparison, by Race/Ethnicity

Marketing To The Chinese Consumer

World Journal is –

* The Chinese media group with the most readers in North America;
* The Chinese daily newspaper with largest distribution in North America;
* The Chinese daily newspaper having the most advertisers in North America;
* The richest integrated marketing resource, including advertising and service through newspaper, web presence, weekly magazine, bookstores and special events;
* The Chinese newspaper with deepest localization and strongest family-oriented contents.
Advertising

- World Journal has the ideal advertising target readership in North America
  
  World Journal readers have higher income and consumption power

  **85.5%** of World Journal readers are college educated or above

- Readers and advertisers agree:

  World Journal has the most effective advertising
Median annual household income of World Journal readers was $70,000, $20,000 higher than the U.S. population on average and $4,000 higher than Asian households.

Median Household Income of U.S. Families in 2011: $50,054
Median Household Income of Asian Families in 2010: $66,000
Median household Income of World Journal Readers: $70,000

Source: 2013 World Journal Reader Survey
http://www.census.gov/newsroom/releases/archives/income_wealth/cb12-172.html#tablea
http://www.pewresearch.org/daily-number/asian-americans-lead-all-others-in-household-income/
Readers with **Higher Homeownership** and **Real Estate Purchasing Power**

1. World Journal readers’ homeownership is above national average
   - Homeownership rate in the first quarter of 2013 for the United States: 65%
   - World Journal readers’ homeownership rate: 65.9%

2. 30% of World Journal readers own 2 or more houses.

---

**World Journal Readers’ Homeownership Rate (United States)**

- Rent: 32.2%
- Self-Owned: 65.9%
- Others: 2.0%

**Number of Houses Owned by World Journal Readers (United States)**

- 1 House: 37.0%
- 2 Houses: 20.9%
- 3 houses: 5.4%
- 4 houses: 1.6%
- 5 and more houses: 2.3%
World Journal Readers Set High Home Buying Budgets

Median values of U.S. homes in 2011: $186,200
Median price of new home sales in April 2013: $271,600
Median home buying budget of World Journal readers in the next three years: $500,000
84.5% of World Journal readers’ home-buying budget is higher than the median price of U.S. new home sales.
12.6% of World Journal readers’ home-buying budget is more than 1 million

2013 World Journal Reader Survey
http://quickfacts.census.gov/qfd/states/00000.html
85.5% Of Consumers Are College Educated Or Above

49.5% of readers have college degrees
14.1% higher than national average
24.5% higher than other Asian groups in the United States

36% of readers have master’s degrees or above
11.1% higher than national average
19.6% higher than other Asian groups in the United States

Sources
http://www.census.gov/hhes/socdemo/education/data/cps/2012/tables.html
Table 3. Detailed Years of School Completed by People 25 Years and Over by Sex, Age Groups, Race and Hispanic Origin: 2012
2013 World Journal Reader Survey
Among all print media providing real-estate advertisement services,
47.6% of readers believe: World Journal provides the most efficient real-estate advertising service
20.7% of readers believe: Advertising Classifieds.WorldJournal.com creates stunning effects
12.8% of readers believe: Promotion in World Journal ePaper generates great results

Chinese Readers Evaluate Major Media on Real Estate Advertising Efficiency in Comparison

Source: 2013 World Journal Reader Survey
Delivering The Most Effective Real-Estate Advertisements

62% of advertisers closed deals with Buyers within one month of advertising in World Journal

Timing of Deals closed after advertising in World Journal

Source: 2013 World Journal Reader Survey
54.6% of advertisers closed deals with buyers within one month of advertising on Classifieds.WorldJournal.com

Timing of Deals closed after advertising on Classifieds.WorldJournal.com

Source: 2013 World Journal Reader Survey
A Chronicle of World Journal Advertisements

Critical Numbers Prove the Efficiency of World Journal Advertisements

World Journal's Milestones =
Milestones of Chinese News Industry In North America
Critical Numbers Prove the Effectiveness of World Journal Advertisements

- Average daily print pages of World Journal: 104-108 pages (26-27 broadsheets)

Comparison of Advertising Volume in New York Edition of World Journal with other media

World Journal Average Daily Classified Ads: 16 pages (4 broadsheets)
Other Print Media Average Daily Classified Ads: 7 pages (1.75 broadsheets)

World Journal Average Daily Classified Ads Units: 4,200
Other Print Media Average Daily Classified Ads Units: 2,000

World Journal Highest Number of Classifieds pages: 18 pages (4.5 broadsheets)
Highest Number of Classified Ad Units: 5,400 Units

World Journal Monthly Display Ad quantity is 1.5 times higher than other in print media

A reputation built over 30 years
Proven advertising effectiveness for a broad base of clients
We are constantly improving to serve you better
Supporting the Progression of Politics and Business
Political Circles:

“World Journal provides comprehensive daily coverage of news not only in the local region but around the world and Asia to the immigrant and overseas Chinese community in America. World Journal’s many feature sections and articles are especially interesting, informative and insightful.”

*Hon. Judy May Chu* (Congresswoman, California):
“I am thankful that we have a World Journal because it plays a very important role in keeping the Chinese American community informed, and it does it everyday.”

*Hon. Grace Meng* (Congresswoman, Grace Meng, New York):
“World Journal does an exceptional job reporting on the important issues affecting Chinese-Americans, and the paper is a model for outstanding journalism. We are extremely fortunate to have such a terrific publication dedicated to covering the Chinese American community.”

“World Journal is the model of what a responsible, engaged City paper should be. It has always encouraged people to participate in politics, from voter registration to the voting in elections. But World Journal is not only influential in the Chinese community; mainstream media also read World Journal first thing in the morning.”
Political Circles:

**Hon. Peter A. Koo** (NYC Council Member):
World Journal is the most circulated Chinese daily newspaper in North America for more than three decades. This popular press medium developed with the Chinese community in the greater New York area, especially in Queens, the most diverse borough of NYC, it eye-witnessed the development and progress of Flushing where the World Journal headquarter was located since the 1980s.
Over the years, under its “Give Back to Community” management direction, World Journal has become part of the Chinese community by participating and organizing numerous local events for residents, no doubt most of them are royal World Journal readers.

**Hon. Chris Lu** (Former White House Cabinet Secretary and Assistant to President Obama):
“For decades, the World Journal has been an essential news outlet for the Chinese American community, providing valuable information about current events both in the U.S. and abroad. Through its top-notch news coverage, the World Journal serves an important function in encouraging greater civic participation.”

**Hon. Margaret Chin** (NYC Council Member):
“World Journal is an invaluable resource in Chinese-American communities. Dedicating itself to meaningful reporting and hard-hitting journalism, World Journal covers news that makes a difference in the daily lives of its readers. World Journal reporters are often the first on the scene at major City Hall events, from budget hearings to legislative meetings, rallies to press conferences, ensuring that its readers have the information they need to actively participate in the civic process. World Journal keeps the community informed and current on the issues that matter most, with clear and culturally-sensitive reporting that takes into consideration the specific needs and interests of its readership.”
**Political Circles:**

*Hon. Jason Kenney PC* (Canada's Minister of Employment and Social Development and Minister for Multiculturalism)

“As one of the major daily newspapers serving the Chinese-Canadian community over the past 40 years, World Journal had made a significant contribution to Canada by offering a reliable source of high-quality news and reports of immigration policies. I myself read summaries of World Journal articles every day! Thank you for your unwavering dedication to serving the community. I wish World Journal continued success in the future.”

*Hon. Edwin M. Lee* (Mayor of San Francisco)

"Not only people in the Bay Area rely on World Journal for their news. When I traveled to other parts of the country, I was surprised that everywhere I went, people knew a lot about things happening in the Chinese community in San Francisco. They get that from reading the World Journal. So I want to thank World Journal for helping introduce our city to the entire United States."

*Hon. Jean Quan* (Mayor of Oakland)

"As one of the largest papers in the United States for the Chinese community, the World Journal plays a critical role in transmitting American news, politics and culture to our new Chinese American communities. As Mayor of Oakland, I’ve noticed that the World Journal does a particularly good job locally. They sometimes cover city news better than the mainstream media. I thank them for their commitment to covering Oakland and serving our Chinese-speaking communities."

*Hon. David Chiu* (President of San Francisco Board of Supervisors)

"World Journal has been providing San Francisco's Chinese community with breaking news for 37 years. Its local coverage, including legislation considered by the Board of Supervisors, helps keep our residents informed and civilly engaged. That's why World Journal plays an exceptional role in journalism today."
**Business Field:**

**Wei Ding Wu** (Chairman of Summit Import & Export Company)

“Like World Journal built on the corporate ethic of integrity, Summit exercises the essence of that in every product. We work in perfect harmony to benefit the Chinese community. I am thankful to World Journal for constructing the network platform of reading activity; serving overseas Chinese society and Chinese descendants.”

**Pei Ji Wang** (General Manager of EVA Air New York Office)

“For overseas Chinese, World Journal is like a bridge connecting Chinese community across the world and fostering communication between the travelling overseas Chinese and their hometowns. Although the Internet has developed so well that I can read news online, I still love the daily ritual of browsing through the World Journal.”

**AdAsia Media Team**

“World Journal is one of the effective publications that always generate positive ROI for clients’ campaigns.”

**Amber Zhou** (State Farm Agent)

“The first newspaper I read in the United States is World Journal which provides a remarkable amount of information to my family. With loyalty to World Journal, I advertised my business on it and was benefited a lot in expanding my business in the Chinese community. Thanks to World Journal for helping me grow my business.”
**Business Field:**

**Jingling Tang, M.D.** (Medicine & Rehabilitation)
“I have been reading World Journal for many years and I am very satisfied with its business advertising service. They talk with us so that we can get to know each other fully. Account Executive came to collect relevant materials to improve our marketing strategies. Each business ad was crafted. It’s concise, to-the-point content attracted many new customers to my business.”

**Garden of Hope**
“Advertising on World Journal will allow more Chinese women suffering domestic violence to know how to protect themselves through outside assistance. We provide 24 hour, instant help for those women in need.”

**Ms. Kang** (Kang Language Service)
“Since advertising in 2009, my company has been gaining new customers. It provides useful information and helps me and my family. It created a platform providing information of living, education, news, food, commentary and entertainment. My family and I also collect World Journal with love.”

**Karen Ng** (Sheraton LaGuadia East Hotel Sales Manager)
“Being innovative, World Journal expands the market for its clients”

**Ma Lan** (Lawyer)
“A must have for every Chinese immigrant”

**Tatung Company of America, Inc.**
“Tatung has been very successfully using World Journal newspaper to advertise our rice cooker and other new products in the USA consumer market.”
Thanks To All Our Advertising Clients: We Are Here For You
Some of World Journal's Mainstream Advertising Partners

- Insurance
  - MetLife
  - New York Life
  - State Farm

- Transportation
  - MTA

- Home Supplies
  - Home Depot
  - IKEA

- Pharmacy
  - Amgen
  - Bristol-Myers
  - Eli Lilly
  - Gilead

- Energy
  - Con Edison
  - Petro
  - San Diego Gas Company

- Food
  - McDonald's
  - Nestle

- Finance
  - Charles Schwab
  - Morgan Stanley
  - Prudential

- Real Estates
  - Century 21
  - Sotheby's International Realty

- Winery
  - Martell
  - Remy Martin

- Airlines
  - American Airlines
  - China Airlines
  - China Eastern Airlines
  - Dallas/Fort Worth International Airport
  - Eva Air

- Auto Mobile
  - General Motors
  - Hyundai Motor America
  - Nissan Motors
  - Toyota

- Department Stores
  - AmeriGas Manhasset
  - JCPenney
  - Macy's
  - Walmart

- Health Insurance
  - Amerigroup/HealthPlus
  - Emblem Health
  - Healthfirst
  - UnitedHealthcare

- Tax Service
  - H&R BLOCK

- Telecommunication
  - AT&T
  - Comcast
  - Cricket Wireless
  - IBM

- Casino
  - Foxwoods
  - Maryland Live Casino
  - Mohegan Sun Casino
  - Resorts World Casino/New York City

- Organization
  - AARP

- Finance
  - Bank of America
  - Chase Bank
  - Flushing Bank
  - TD Bank
  - Wells Fargo

- Marketing Research
  - AC Nielsen

- Education
  - Queens College
  - TCSOL - Columbia University

- Household Appliances
  - Bang & Olufsen

- Medical Service
  - Brooklyn Hospital Center
  - Mount Sinai Hospital
  - NYU Langone Medical Center
  - NYHQ
  - Visiting Nurse Service of NY

- Luxuries
  - Mont Blanc
  - Plaget Richemont
  - TAG Heuer
  - Tiffany & Co.

- Beverly
  - Coca Cola

- Entertainment
  - Lincoln Center
  - NYU Langone

- Finance
  - Western Union
World Journal Eastern U.S. Reader Profile and Purchasing Power of High-End Products
Creating Relationships That Last: Expanding Readership Generates More Business Opportunities

World Journal is family-oriented with the largest and broadest readership.

**Distribution of World Journal Readership in North America:**
- Northwest: 21%
- Canada: 14%
- Southwest US: 28%
- Eastern US: 37%

(Source: World Journal)

**Gender Distribution of World Journal Readership:**
- Male: 59.6%
- Female: 40.4%

(Source: 2013 World Journal Reader Survey)
Creating Relationships That Last: Expanding Readership Generates More Business Opportunities

The average age of World Journal readers in the Eastern US is 41.1. They came from all walks of life, and these accomplished individuals are the target consumers businesses are seeking. World Journal is the ideal partner to work with to develop the US Chinese market.

Source: 2013 World Journal Reader Survey
Creating Relationships That Last: Expanding Readership Generates More Business Opportunities

World Journal readers are mainly college educated or above (79%), with median household income of $70,000 (42.2% have income between $40,000 and $100,000; 24.9% have income over $100,000). Three HIGHs (high education level, high incomes and high consumption power) make World Journal readers the ideal target customers for your business.
Well-Known Through Diverse Readership

Reaching all Chinese communities, World Journal is the irreplaceable publication for Chinese Americans. World Journal readers immigrated from all over the world including Mainland China, Taiwan, Hong Kong, Southeast Asia and Macau, etc.

World Journal readers’ place of origin (Eastern US)

- Mainland China: 46.6%
- Taiwan: 25.0%
- US: 13.0%
- Hong Kong: 10.9%
- Macau: 1.6%
- Southeast Asia: 1.8%
- Others: 1.1%

(Source: 2013 World Journal Reader Survey)
World Journal Readers’ Car Ownership and Car Purchasing Power Survey

When buying an Auto Vehicle:

- 60% of readers pay in full; 36.4% of readers finance; 3.5% of readers use car rental service
- 57.8% of readers have two cars or more per family
  National average of families have two cars or more: 56.6%.

Chinese households have very high car-ownership rates. Vehicle ownership has increased rapidly because of the increasing size of the immigrant population.

More and more Chinese Americans own more than two cars in a family; bringing great business opportunities to the car industry.

Car Purchasing Method for World Journal Readers

<table>
<thead>
<tr>
<th>Method</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pay in full</td>
<td>60.1%</td>
</tr>
<tr>
<td>Finance</td>
<td>36.4%</td>
</tr>
<tr>
<td>Rental</td>
<td>3.5%</td>
</tr>
</tbody>
</table>

Car Ownership Rate by World Journal Readers

<table>
<thead>
<tr>
<th>Ownership Level</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>No Ownership</td>
<td>9.8%</td>
</tr>
<tr>
<td>1 Vehicle</td>
<td>32.4%</td>
</tr>
<tr>
<td>2 Vehicle</td>
<td>40.0%</td>
</tr>
<tr>
<td>3 Vehicle</td>
<td>13.5%</td>
</tr>
<tr>
<td>More than 4</td>
<td>4.3%</td>
</tr>
</tbody>
</table>

Sources: 2013 World Journal Reader Survey
High-End Purchasing Power by World Journal Readers

World Journal readers’ car buying spending and consumption of luxury goods show both high demand for a broad range of price levels and consumption power.

World Journal Readers’ Car-Buying Budget in Two Years (North America)

Last Year’s Luxury Consumption Expenditures by World Journal Readers in North America

Sources: 2013 World Journal Reader Survey
World Journal’s Featured Contents
Providing Regional News for Every Chinese American Household in North America

Chinese Americans sorely need local news and information for their everyday life. World Journal plays an important role for our readers, guides them to assimilate into mainstream society and culture, offers the most practical news and information for the whole family with localized editing and reporting. Our editorial motto: “News you can use.”

World Journal’s content is abundant, detailed, factual, authoritative and diverse:
* Breaking news, US news, International news: cover hot topics across the globe and US.
* Asian News Sections, including Mainland China, Taiwan, Hong Kong, Macau and South East Asia: focus on Greater Chinese speaking regions, timely news and in-depth analysis.
* Local news: news across US regions and Chinese American communities, arts and leisure, metropolitan news
* Global sport news
* Global Financial news: covers US, China, Taiwan and Hong Kong, banking and stocks, information technology
* Entertainment: includes US, China, Taiwan, Hong Kong, Japan and Korea
* North American Living: family life, fashion, health, fiction and non-fiction literature, history, columns from Hong Kong, anecdotes and offbeat news.
* Consumer reports: local businesses updates and consumer information.
* Classifieds: job postings, real estate, restaurant and business lease, education, childcare and others.
Innovation: “North American Living”

Under the careful planning of our editorial team, World Journal offers local information with emphasis on North American life six days a week. Articles are illustrated with color photos. For our readers living in North America, this section covers all aspects of their everyday needs.

Monday theme: Family
Strives to help families build a good interpersonal communication network between couples, parents and children, relatives and friends. It's information on family and life in general, and offers recommendations and tips related to physical and psychological health.

Tuesday Theme: Education
Chinese families encounter all kinds of education issues: grandparents raising grandchildren, cultural differences, high school and college counseling, communication between parents and children, etc. This section offers the most effective information and encourages experience exchange.

Wednesday Theme: Gardening
Want to grow a beautiful garden, a home full of green plants? This section shares gardening experience, practical planting technique and knowledge.

Thursday Theme: Automobiles
Living in North America requires driving a car. This section tells you all about cars, buying and driving and maintenance tips.

Friday Theme: Real Estate
This section brings to you real estate updates in North America, mortgage analysis, transaction process and tips on how to finance your home. Real estate buyers, sellers or investors will find helpful information to achieve their goals.

Saturday Theme: Comfortable Living
Many people worry about their home. This section presents interior design solutions, home renovation and maintenance, regulations about mortgage and real estate sales and their tax implications. The complete coverage will help solve problems and let our readers live comfortably in the US.
World Journal’s Promise: **Diligent and Attentive Service**

Pioneer in newspaper industry with diverse and innovative publications

World Journal delivers diverse and practical publications to meet the needs and enhance the lives of Chinese living in North America

- World Journal Weekly
- Brooklyn Weekly
- Special Issue on Education
- Chinese Business Directory
- Appointment Book
- Chinese Lunar Calendar
- USCIS Naturalization Test Manual
- New York Immigrant Manual
- New York To Go
- Personal Finance Guide
- Bilingual Medical Manual
- New York Map for Chinese
- "Rose and Butterfly" Live Concert Commemorative DVD
- Author Liang Ying-shih’s Life Speech "Big Heart, Big Soul of the Chinese World" Commemorative DVD
- Commercial Life Manual

• 2009 Study Materials for Naturalization Test (Manual and DVD) published by World Journal
• 2009 International Innovation in Diversity Awards Winner
World Journal, the Most Influential Chinese Newspaper in North America
Due to its position as a recognized and trusted media, World Journal was the only Chinese newspaper to interview both Domestic and Republican parties’ presidential candidates in 2000, 2008 and 2012.
Xue Naiyin was suspected of killing his wife in New Zealand and abandoning his daughter to Australia. After escaping for over five months, Xue was arrested in Chamblee, a suburb of Atlanta, on February 28, 2008. After people had recognized Xue through the reading of World Journal, and made a joint effort to subdue him and call the police. After Xue was arrested, media coverage from both Australia and New Zealand highlighted that World Journal led to Xue’s capture. Mainstream media, including CNN, frequently used screenshots of the February 23 and February 29, 2008 editions of World Journal in their reports.
Readers That Solve Crimes

Mainstream Media, such as CNN, highlighted that a World Journal’s report led readers to make a joint effort to subdue Xue Nanyin and lead to his arrest in Chamblee, Atlanta. Xue was suspected of killing his wife in New Zealand and abandoning his daughter in Australia in 2008.

Wang Fulin, an “America’s Most Wanted” criminal, suspected of killing his wife and stepson in California, was arrested in Chicago after a World Journal reader provided clues to the police. Assistant prosecutor of Los Angeles County, “You (World Journal) are even better than the FBI”.

A reader called police after seeing suspect’s photo in World Journal. Zhou Hui Chang, suspected of killing his landlady in Cupertino City, CA was arrested within 45 minutes of the call to police in Monterey Park, CA.
Wang Fulin, a criminal on the run for 10 years and featured on the TV program America’s Most Wanted, was suspected of killing his wife and stepson in California. Wang was arrested in Chicago on March 16, 2008, after police received a tip from a World Journal reader who read the relevant report that same day.

Vivian Moreno, the assistant prosecutor of Los Angeles County, even said: “You (World Journal) are even better than the FBI!”
Zhao Huai Chang, was suspected of killing landlady Li Wei Wei in Cupertino, in northern California, on April 17, 2009. World Journal published his photo on May 5th and asked readers to assist the police with the search. The suspected was arrested that same night in Monterey Park, Southern California, after police received a call from a World Journal reader.
World Journal Circulation in Eastern US
World Journal Distribution
Circulation Eastern US

World Journal in Eastern US

World Journal in Greater New York

World Journal Subscription and Retail in Greater New York

<table>
<thead>
<tr>
<th>Location</th>
<th>Retail (%)</th>
<th>Subscription (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>New York</td>
<td>28.5%</td>
<td>71.5%</td>
</tr>
<tr>
<td>Upstate New York</td>
<td>6.2%</td>
<td>93.8%</td>
</tr>
<tr>
<td>Connecticut</td>
<td>100%</td>
<td></td>
</tr>
<tr>
<td>Staten Island</td>
<td>100%</td>
<td></td>
</tr>
<tr>
<td>Brooklyn</td>
<td>75%</td>
<td></td>
</tr>
<tr>
<td>Manhattan</td>
<td>66.7%</td>
<td>33.3%</td>
</tr>
<tr>
<td>Long Island</td>
<td>52.3%</td>
<td>47.7%</td>
</tr>
<tr>
<td>Queens</td>
<td>40.6%</td>
<td></td>
</tr>
</tbody>
</table>
Welcome to Worldjournal.com
Since launched on January 22, 1999, worldjournal.com is a blend of old and new. It not only inherited World Journal’s brand and news edge, but builds online platform and electronic media. Worldjournal.com has become the largest, most practical Chinese news website in North America and is serving Chinese families in North America every day.

With its news advantage, worldjournal.com has an increasing online readership. Worldjournal.com has established a friendly online platform for advertisement sales with its high website visit rate and page view rate; Over 80% of views are Chinese people in North America. World Journal’s Facebook is developing and has 12,000 followers.

- Daily visits: 146,000
- Monthly visits: 1,700,000
- Daily Page Views: 1,160,000
- Monthly Page Views: 35,000,000
- World Journal Facebook: 8 fans groups (12,032 fans in total in North America)
- World Journal Wei Bo: 3 weibo (46,812 fans)

Sources:
2013 April Google Analytics; Facebook

(2): Monthly Page Views do not include ePaper and WJ Facebook.
# World Journal E-Products

<table>
<thead>
<tr>
<th></th>
<th>Worldjournal.com</th>
<th>ePaper</th>
<th>Classifieds</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Page views/month</strong></td>
<td>35,068,709</td>
<td>1,271,563 (Landing Page)</td>
<td>1,041,377</td>
</tr>
<tr>
<td><strong>Visits/month</strong></td>
<td>6,082,395</td>
<td>809,511 (Excluding landing page)</td>
<td>291,338</td>
</tr>
<tr>
<td><strong>Unique Visitors/month</strong></td>
<td>1,194,167</td>
<td>NY 9,303 LA 5,834 SF 2,253 (Daily)</td>
<td>192,516</td>
</tr>
</tbody>
</table>

(Total unique visitors for World Journal E-Products per month : 1,739,218)

Detailed information will be provided upon request.
Source: Google Analytics, 04/2013

<table>
<thead>
<tr>
<th>Facebook Age</th>
<th>Female</th>
<th>Male</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>13-17 yrs</td>
<td>1.10%</td>
<td>1.30%</td>
<td>2.40%</td>
</tr>
<tr>
<td>18-24 yrs</td>
<td>10.30%</td>
<td>8.50%</td>
<td>18.80%</td>
</tr>
<tr>
<td>25-34 yrs</td>
<td>19.20%</td>
<td>16.60%</td>
<td>35.80%</td>
</tr>
<tr>
<td>35-44 yrs</td>
<td>10.20%</td>
<td>8.80%</td>
<td>19.00%</td>
</tr>
<tr>
<td>45-54 yrs</td>
<td>6.80%</td>
<td>4.80%</td>
<td>11.60%</td>
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<td>55 yrs above</td>
<td>3.80%</td>
<td>3.20%</td>
<td>7.00%</td>
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<td>65 +</td>
<td>1.60%</td>
<td>1.90%</td>
<td>3.50%</td>
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