

**W** 世界日報  
World Journal  
**CHINESE DAILY NEWS**



**The Largest and Most Trusted Chinese Newspaper  
in the Greater Boston Area**



**Proudly Serving the Boston Chinese Community  
for Over 38 Years**

**Please contact us for more information on subscriptions,  
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## WORLD JOURNAL MISSION STATEMENT

To serve and help all Chinese immigrants bridge the cultural and social gap to mainstream America. We hope to allow them to keep in touch with their Chinese homeland's heritage, news, local Chinese community news, and most importantly, to improve their quality of life in the United States

## World Journal Chinese Daily

- Founded in 1976, World Journal is the largest Chinese newspaper in New England and the Greater Boston Area
- Also provides coverage to New England states: Maine, Vermont, Rhode Island, and New Hampshire
- Distributed on a daily basis, 365 days a year
- Reliable daily morning home delivery service throughout Eastern and Central Massachusetts (365 days/year)
- Received numerous awards for its service to the community, including acknowledgements from former U.S. President George W. Bush and Canadian Prime Minister Jean Chretien for helping new Chinese immigrants assimilate

## Massachusetts Home Delivery Network



**World Journal provides daily morning home delivery to over 140 cities and towns across Greater Boston and Worcester Areas – approximately 70% of World Journal readers subscribe to this service.**

*For out-of-network customers, World Journal provides a home mailing service, allowing dedicated readers to receive daily newspapers on a 2-day lag.*

# World Journal Daily News Sections

Publishes between 52 and 56 pages daily, with 4 main sections:

## ➤ A - Main News Section

U.S. National and International news, including news from Asia and coverage throughout China, Hong Kong, Taiwan, and other parts of Southeast Asia



## ➤ B – Local News and Sports Sections

2 Subsections: *Local News* and *Sports*. Coverage includes local Boston news, and broader coverage on other major cities around the U.S. with Chinese communities. Sports section provides national and world coverage of sporting events



## ➤ C – Supplemental Section

Contains various special sub-sections including an Entertainment column, Women's column, Children's column, Biographies, Daily Horoscopes, Reader Forums and Editorials



## ➤ D – Economic, Financial, and Business Section

Covering the economy of all the major countries and stock markets around the world, as well as U.S. and world financial and business developments



## Chinese New Year's Supplement

Each year, World Journal publishes a special Chinese New Year supplement edition of up to 128 pages. This popular and well-received supplement is ideal for local businesses to show their support towards the Chinese community by placing a special design ad to wish them a happy and prosperous New Year

# WJ Weekend Free Edition Newspaper

As of September 2013, the Boston Edition has launched a weekly free newspaper focused on soft news for a more relaxing weekend read. The weekend edition is a free publication distributed every Friday in all Asian Supermarkets and vending machines throughout Chinatown.



This weekly complimentary edition distributes a circulation of over 10,000 free copies each weekend.

## General Advertising Information

- Newspaper Format: Broadsheet
- 4 Basic Ad Types:
  - **Front Cover Page** (Full Color)
  - **Sections B, C, and D Cover Pages** (Full Color)
  - **Inside Pages** (Black and White)
  - **Classified Ads** (Uniform Format, Black and White, Must run for 7 consecutive days)
- World Journal can provide basic Ad design services, including English/Chinese translation for a nominal fee

### \*Basic Ad Dimensions:

Page Size	Width	Height
1/5 Page	11.3"	3.98"
1/4 Page	11.3"	5"
1/4 Page	5.6"	10.1"
1/2 Page	11.3"	10.1"
Full Page	11.3"	20.3"

*\*Other Ad sizes are available; please contact our Ad department for more information.*

# The Chinese American Consumer Market

According to the latest U.S. Census report,  
Asian-Americans are:

## Fastest-Growing

- Between 1990 and 2000, the number of Asians in the U.S. grew by nearly **50%** - by comparison, the total U.S. population only grew by **13%**<sup>1</sup>

## Highly Educated

- **44%** of Asian-American adults 25 and older hold a bachelor's degree or higher, compared with **26%** for all adults in the U.S. and **28%** for non-Hispanic whites; **1 out of 7** Asian-Americans holds an advanced degree<sup>1</sup>

## Highest Income

- In 2001, the median household income of Asian-Americans was **21% higher** than the general population and **16% higher** than non-Hispanic whites; Asian-Americans typically have the most disposable income and greatest purchasing power<sup>1</sup>

## Prefer Chinese Media:

- In three key market populations surveyed, **93%** of Chinese adults read any Chinese language newspaper in past 6 months; **83%** read World Journal, with most (**74%**) reading it regularly (at least once a week)<sup>2</sup>

1: 2000 U.S. Census Bureau

2: 2006 Chinese American Media Consumption and Purchasing Behavior Survey, conducted by *Interviewing Service of America*

## About Interviewing Service of America:

Interviewing Service of America, Inc., is the largest and most experienced multi-cultural telephone data collection and data processing company in the US. ISA has conducted multi-cultural, in-language research for many large corporations and institutions.

# Chinese American Media Consumption and Purchasing Behavior Survey of 2006

According to 2006 survey conducted by the *Interviewing Service of America*:

- 83% of all Chinese Americans surveyed read World Journal, among them:
  - 9 out of 10 read it regularly (at least once a week)
  - Read approximately 4 issues in an average week, and spend nearly 5 hours a week doing so
  - By Comparison, only 45% of Chinese Americans indicated reading an English Newspaper (past 6 months)

## Impact of Various Advertising Mediums:

% Respondents that "Agree" with statements. Agreement Ratings are based on a 10-point rating scale: "Agree Completely" – "Do Not Agree at All"	All Chinese Americans Surveyed	Regular World Journal Readers	Not Regular World Journal Readers
I like to read newspapers or magazines printed in Chinese	49%	**53%	36%
I like to read newspapers or magazines printed in English	17%	16%	20%
I am more likely to read/tend to notice advertisements written in Chinese	29%	**31%	24%
I tend to notice advertisements written in English	15%	14%	18%
Advertisements in Chinese language newspapers influence my purchase decisions	21%	**23%	16%
Advertisements on Chinese radio or TV influence my purchase decisions	19%	20%	16%
Advertisements in English language newspapers influence my purchase decisions	13%	13%	13%
Advertisements in English radio or TV influence my purchase decisions	13%	13%	13%

\*\* Represents number significantly higher than other subgroups, 90% confidence level

- For more information on this survey research study, please visit: <http://www.wjdata.com/doc/2006PurchasingBehaviorSurvey.ppt> (Powerpoint™ Presentation)
- <http://www.wjdata.com/doc/2006SurveyResultRelease.doc> (Executive Summary and Press Release)