

# THE WALL STREET JOURNAL.

The Wall Street Journal is a global news organization that provides leading news, information, commentary and analysis. The Journal's vision is to be the foremost membership for the ambitious, powered by its award-winning journalism, thought-provoking content, and career-driven insights. Read by decision-makers around the globe, The Wall Street Journal gives you the competitive edge and insights you need to achieve your ambitions.

Published by Dow Jones, The Wall Street Journal is the preeminent source of global business and financial news, including coverage of U.S. & world news, politics, arts, culture, lifestyle, sports, and health. Winner of 37 Pulitzer Prizes for outstanding journalism, the Journal has been an indispensable resource since 1889 for those who are setting new benchmarks for the world to follow, engaging readers across print, digital, mobile, social, and video.

*"The Journal was named the most trusted news organization in the United States." - (Source: 2017 YouGov/Economist Poll)<sup>1</sup>*

In the last few years, The Wall Street Journal has grown its student member base substantially by shifting the business strategy to

- Provide membership programs to universities, where students, faculty and staff at a school with this program receive complimentary digital access to the Journal, after activating their credentials.
- Provide students with the choice to purchase print or digital membership bundles to suit their needs.

Not only do these changes add volume to WSJ's membership base, but it diversifies the image of our readership, lowering our average member age and funneling more female readership into our core base.

Today's students make up "Generation Z," accounting for 25% of the U.S. population and representing up to \$143 billion dollars in spending power<sup>2</sup>. They've become accustomed to subscription-based models, paying monthly for content providers and services such as Netflix, Amazon and Spotify.

Consuming credible news & journalism is more valuable now than ever, elevating the success of subscription-based models for news and quality journalism. This presents an opportunity for The Wall Street Journal to lead the market for subscription-based models in news, specifically amongst gen Z and student readers.

## **Looking Forward**

While The Wall Street Journal maintains a high level of credibility and prestige amongst today's students, there are still perceptions of being conservative, exclusive for business students, elitist, and outdated.

The American Marketing Association's 2018-2019 Case Competition invites chapters to develop a comprehensive marketing plan for The Wall Street Journal to overcome these perceptions in Generation Z, and increase memberships & relevance amongst college students across the U.S.

The full case will be available by the end of August. To become familiar with our brand, a digital WSJ membership is either complimentary through your school, or available for purchase at \$1 for 15 weeks. Visit [education.wsj.com/search](http://education.wsj.com/search) for more information. The first 100 chapters to opt-in will receive collateral and a printed collection of our most ambitious articles.

---

<sup>1</sup> <https://today.yougov.com/news/2017/07/26/war-between-president-and-news-media-there-may-be-/>

<sup>2</sup> <https://www.forbes.com/sites/jefffromm/2018/01/10/what-you-need-to-know-about-the-financial-impact-of-gen-z-influence/#57c274e956fc>