



World Journal Media Kit

ABOUT WORLD JOURNAL

Established in 1976, World Journal has been recognized as the most influential ethnic media in the United States, providing content like breaking news, coverage of national and international importance, in-depth and investigative reports through multimedia platforms.

As a multimedia powerhouse, World Journal not only helps members of the Chinese American community stay informed and connected with their home countries, but also helps them involved in mainstream culture.

It is our goal to be always trustworthy to those who rely on us by providing them with real and undistorted information that matters. And we are proud to say that people regard World Journal as a reliable brand.

Contents That Appeals to Chinese Americans

World Journal offers a wide variety of content resonating with the needs and concerns of Chinese Americans.



International News



U.S News



China News



Taiwan News



Hong Kong News



Local News



Entertainment News



Sports News



Finance News



Real Estate News

The Most Trusted Voice in the Community

World Journal is committed to give back to the community and foster the growth of the next generation of Chinese Americans.



Host events and seminars that benefit the community



Largest scholarship fund (Greater NY Chinese Dollars for Scholars) to help Chinese American students since 2005 and founder of the Chinese American Dream Award in partnership with Scholarship America

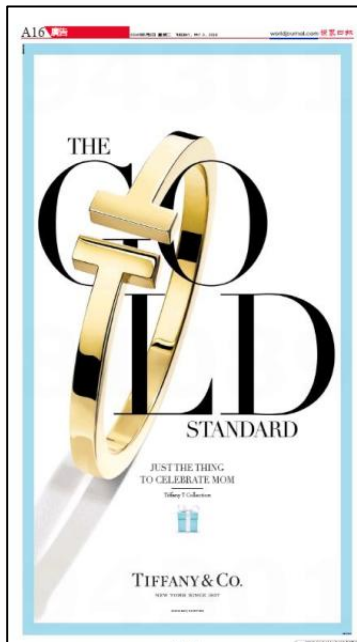


Successful fundraising campaigns for disaster relief, health and education causes

The Key Media for Mainstream Brands to Efficiently Reach Chinese-Americans

As Chinese Americans have staggering spending power, mainstream brands are aggressively building up their brand awareness and maintaining product momentum to the Chinese American consumers.

World Journal is the best media to help brands reach Chinese Americans.



Tiffany



Uniqlo



Burberry



Max Mara



Macy's



Cartier

Clientele

World Journal is an influential media outlet trusted by many brands and community leaders.

Automobile	Finance	Bank	Healthcare	Beauty	F&B
					
					
					

Our Platforms & Capabilities

World Journal offers a full spectrum of advertising solutions across channels that resonate with young Chinese Americans.



Daily Newspaper & Weekly Supplement



Digital

Users: 1,957K+ / month
Page views: 25M+ / month

July, 2023 Data SimilarWeb



Mobile

Over 1.7M+ Monthly Users



Video

The Top Entertainment, Lifestyle and News Content



Social

Loyal and Growing
93K+ Social Following



Content Studio

Influencers & Creative Solutions for Brands



Podcast

Engaging the Community with Issues and Topics that Matter Most



Events

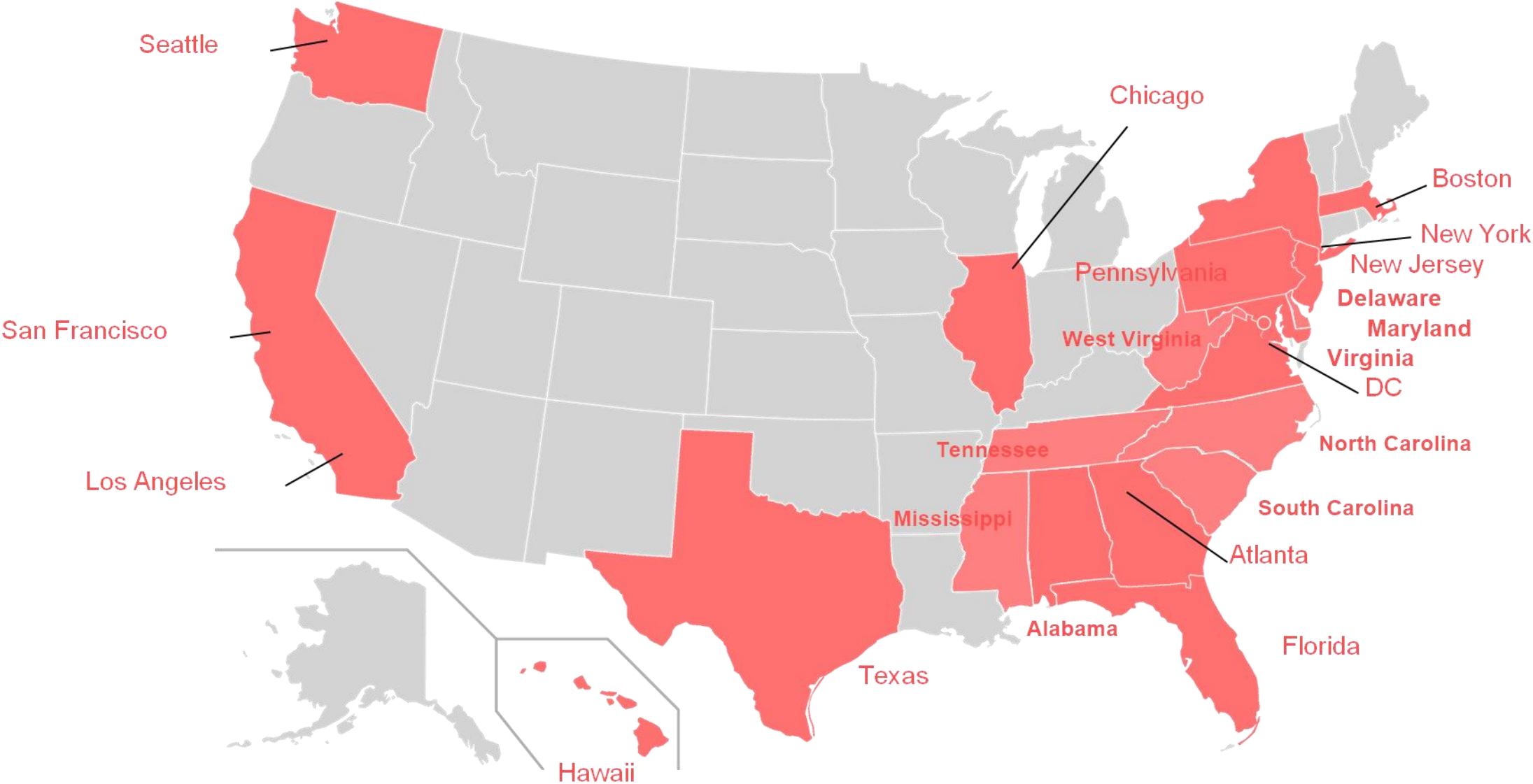
Signature Events That Resonate with the Community

A background image showing a stack of newspapers, with the pages of several papers visible, creating a textured, layered appearance. The colors are muted, ranging from light gray to dark gray.

World Journal
Newspaper
(New York)

World Journal Newspaper Coverage

The distribution is across the United States and focuses on highlighted areas.



World Journal Newspaper



World Journal

Editions: New York, Los Angeles, San Francisco, New Jersey/Pennsylvania, DC, Chicago, Atlanta/Florida, Seattle/Hawaii, Texas



World Journal Supplement

Editions: New York, Los Angeles, San Francisco, New Jersey/Pennsylvania, DC, Chicago, Atlanta/Florida, Seattle/Hawaii, Texas

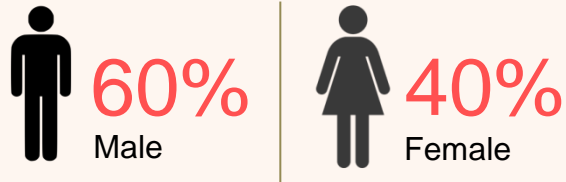


World Journal Weekly

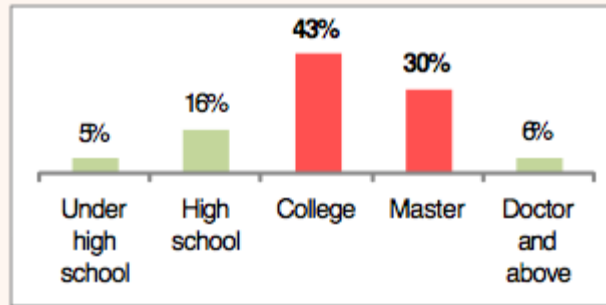
Editions: New York, New Jersey/Pennsylvania, DC, Chicago, Atlanta/Florida

Our Audience – Newspaper

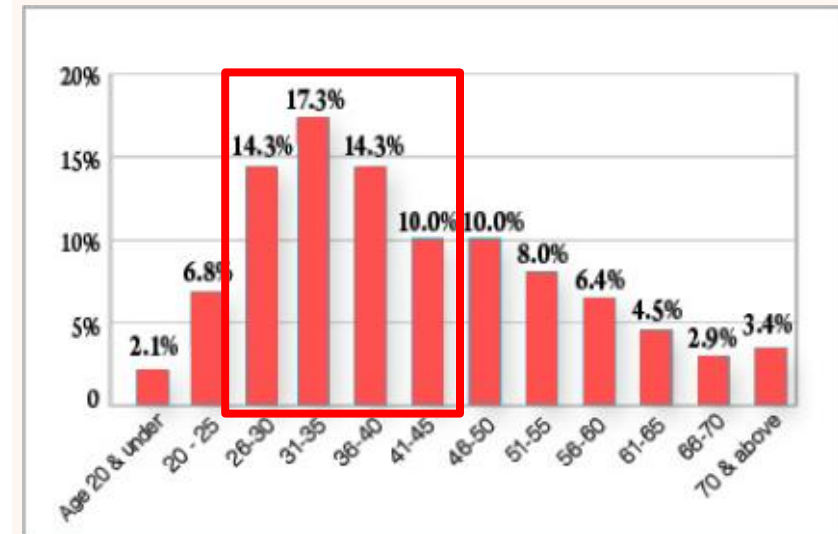
Gender



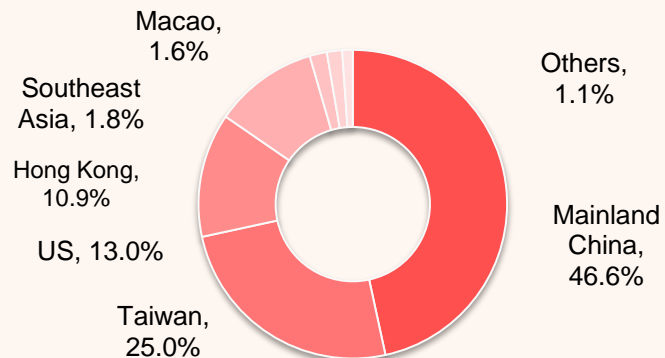
Education Level



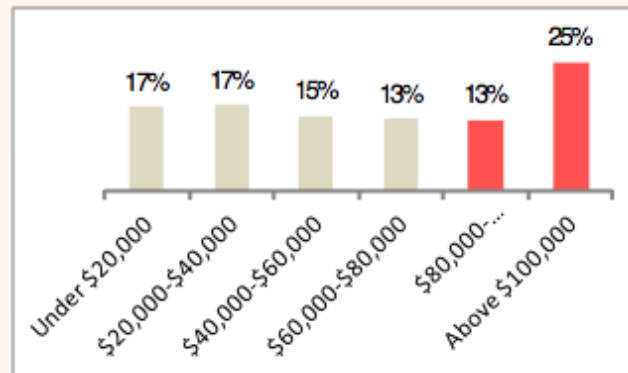
Age Distribution



Place of Origin



Household Income



快訊 一洲焦點/川普4大官司纏身仍要選總統、北京出台... 一元店搞10項商品 花再少錢都不值得

即時 NOW 超人氣

主丹哈台大政治化：處理林智堅論文高調到令人傻眼 13:58

13歲男孩在臥室被流彈打死 洛縣府提供2萬元獎金 13:50

一洲焦點/川普4大官司纏身仍要選總統、北京出... 13:45

北卡麥郡學區 6公校配AR-15 步槍 13:40

新州講高車險理賠 百萬名開車族保費恐漲125元 13:33

羅德華女全家陷絕境 「數度想輕生」 一篇報導... 13:30



拜登簽晶片案 520億元挺半導體業抗中

路透：20國守嚴禁對峙台海中國 歐大總統交棒 卸仍被美卡野子中禁查品...

新聞好好看



義大利人不吃 美國人捧場... 達美樂優惠多 8塊錢解決晚餐



省錢遊洛杉磯 把握這些免費博物館和免費博物館日

測速照相機 拯救生命 24/7 365 紐約市測速攝像機現在全年每天全天候運作發出違規罰單。



WorldJournal.com

Digital

Digital – Website & Mobile

Eye-Catching Ad Spots

- Native Advertising
- Video Ads

Customized Marketing Plan

- Online Event Planning And Promotion
- Content Marketing, Feature Report
- Digital Integrated Marketing



Digital – Website & Mobile

 **1,957K+**
Average Monthly Users

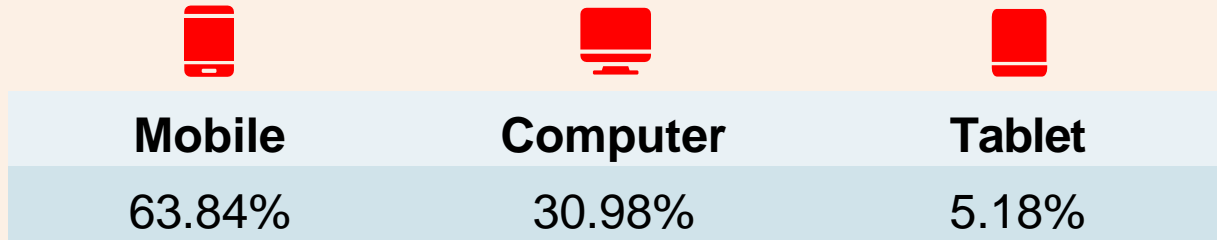
 **25M+**
Average Monthly Pageviews

 **00:08:21**
Average Session Duration

 **88.84%**
Core Audience from United States

 **100**
Category Rank in News and Media Publishers (US)

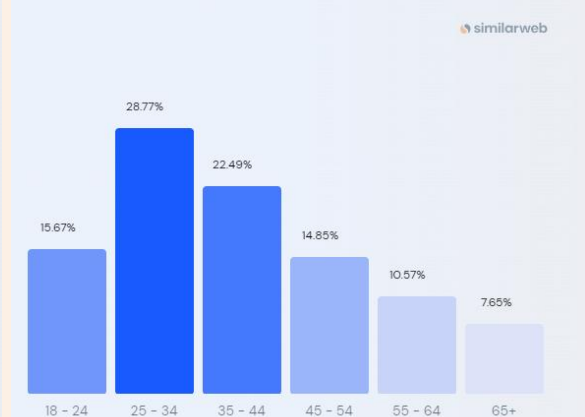
Users vs. Device



熱門國家/地區



年齡分布

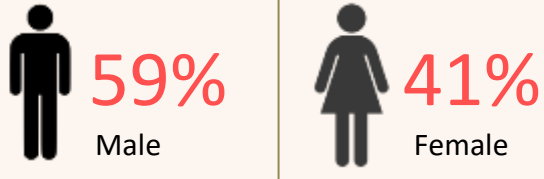


	Industry Average	WJ
Bounce Rate	50-60%	33.57%
Pages per Session	3-4	7.88
Average Session Duration	3-4 minutes	8:21

Our Audience – Digital

World Journal providing content like News, Lifestyle, Entertainment, Health & Wellness, and Education

Gender

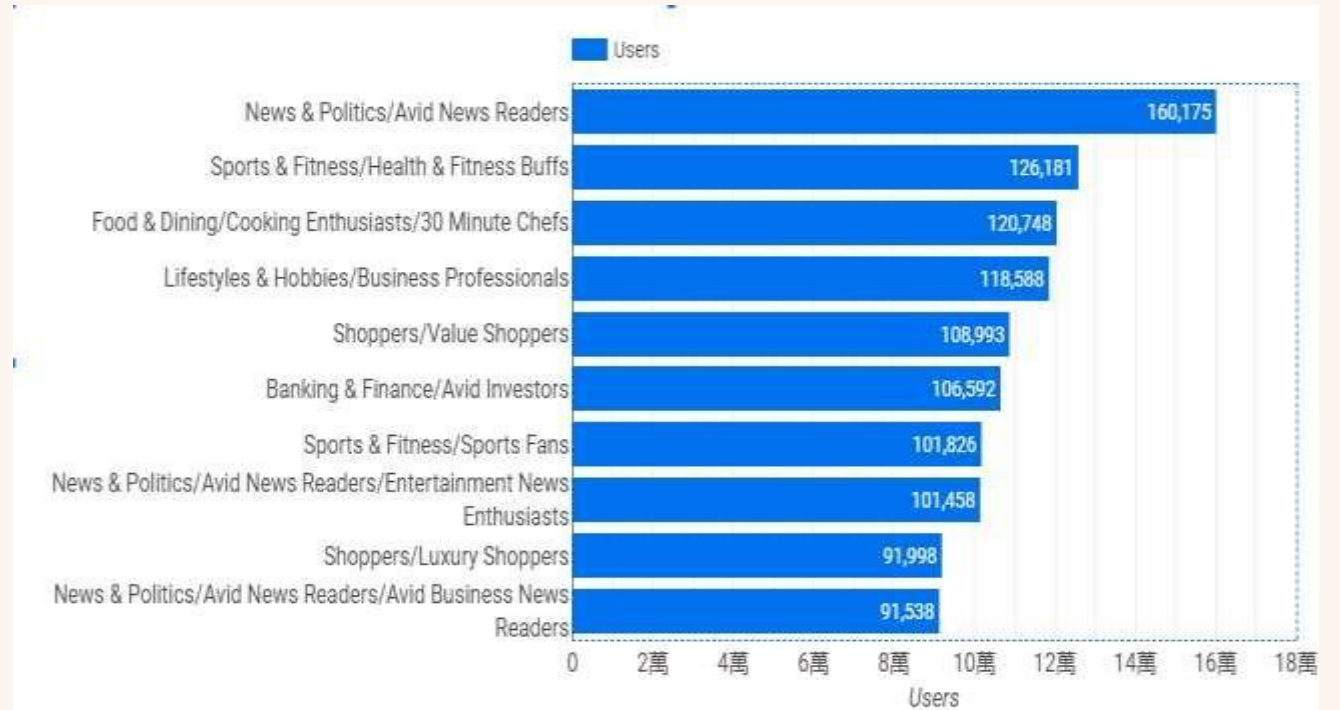


Metro Area



47% are from other states of U.S.A

Affinity Categories (Top 10)



Social Media

- Facebook
World Journal
35,000 Followers



- WeChat
 - 紐約消費達人(nymoneyfun):
19,300 Followers
 - 世界生活通(wjlifecom):
17,500 Followers

YouTube Channel





世界日報

WORLD JOURNAL

飛航公告當機 一度大停飛

東岸1300航班取消 9000航班延誤 白宮稱非被駭 運輸部調查



【本報訊】美國東岸地區週一（11月1日）出現大規模航班取消及延誤，許多旅客被迫在機場過夜。據初步統計，週一上午共有超過1300個航班取消，9000多個航班延誤。美國聯邦航空管理局（FAA）表示，這並非由網路駭客攻擊所致，而是由於一場罕見的「當機」事件導致。目前，運輸部正對此進行調查。

美防長：高度懷疑中是否即將侵台

美日安全會議 駐沖繩美軍改編 擴大軍事部署

【本報訊】美國防務部長奧斯汀週一（11月1日）在國會聽證會上表示，他高度懷疑中國是否即將對台灣採取軍事行動。奧斯汀在聽證會上表示，美國正密切關注中國的動向，並已與日本舉行安全會議，討論加強在印太地區的軍事部署。此外，美國還計劃在沖繩重新編組駐軍，以擴大其在該地區的軍事存在。

紐約新建築 擬率先禁用瓦斯爐

州長簽署提議 反應不一 若實施將成全美首州

【本報訊】紐約州州長科特茲週一（11月1日）簽署了一項提議，要求該州的新建築在設計和建造時，必須考慮禁用瓦斯爐。這項提議旨在減少室內空氣污染，提高建築物的能源效率。然而，該提議在建築業和居民中引起了不同的反應。如果該提議最終獲得通過，紐約將成為全美第一個實施此類禁令的州。

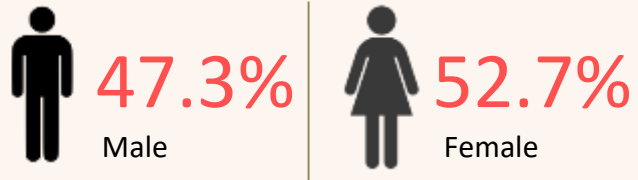
WorldJournal.com

ePaper

Our Audience – ePaper

World Journal providing content like News, Lifestyle, Entertainment, Health & Wellness, and Education

Gender



Metro Area



28.4% are from other states of U.S.A

12,710,198

Average Monthly Pageviews

16.22

Pages per Session

00:16:13

Average Session Duration

18.34%

Bounce rate

Users vs. Device



Mobile	Computer	Tablet
55.1%	34.7%	10.2%



World Journal Events

Event Activations

World Journal customizes events tailored to brand's needs adding on multimedia support to maximize reach and exposure to the target audience. With extensive market knowledge and experience, World Journal organized and executed many successful tent pole events throughout the years.



2022 Mid-Autumn Festival



2023 Lunar New Year Fair

Thank you!



World Journal

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