



World Journal Media Kit

ABOUT WORLD JOURNAL

Established in 1976, World Journal has been recognized as the most influential Chinese language media in the United States, providing real time coverage of local community news , national and international news, in-depth and investigative reports through our multimedia platforms.

As a multimedia powerhouse, World Journal not only helps Chinese American communities stay informed and connected with their home countries, but also helps them assimilate mainstream culture and life in the United States.

It is our goal to always be trustworthy to the Chinese American immigrants who rely on us by providing real and undistorted information that matters. And we are proud to say that readers regard World Journal as one of most reliable news and information source.

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

Brands we've worked with

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



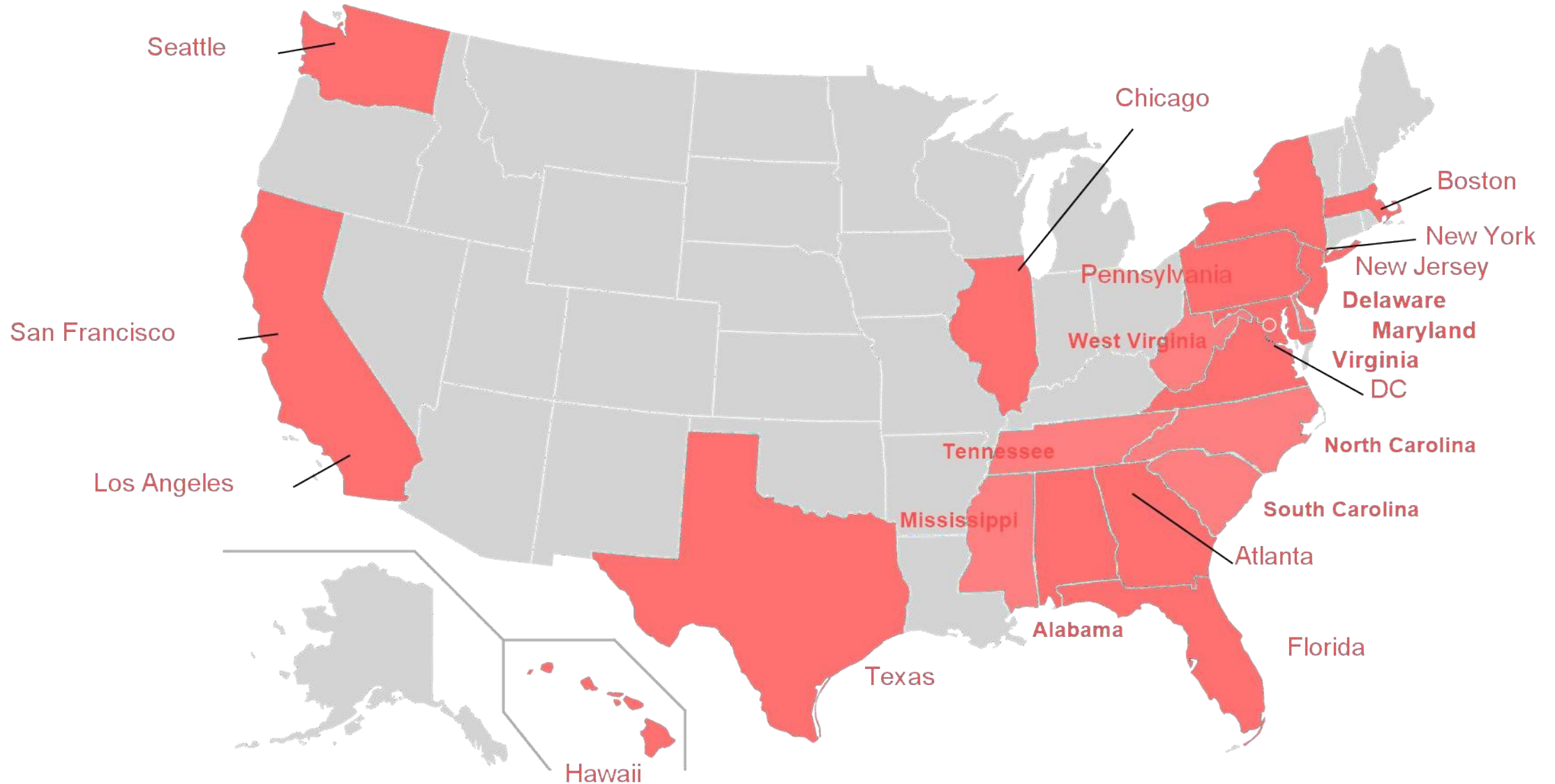
Events
Signature Events That Resonate with the Community

The background of the image is a dark, monochromatic photograph of a stack of newspapers. The papers are piled up, creating a sense of depth and texture. The lighting is dramatic, highlighting the edges of the pages and the overall form of the stack. The text is centered over this background.

World Journal
Newspaper
(New York)

World Journal Newspaper Distribution

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

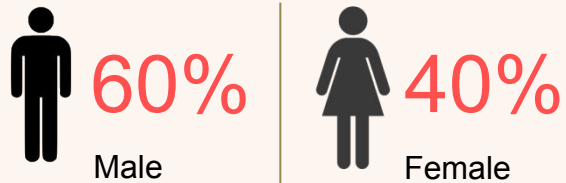


World Journal Weekly

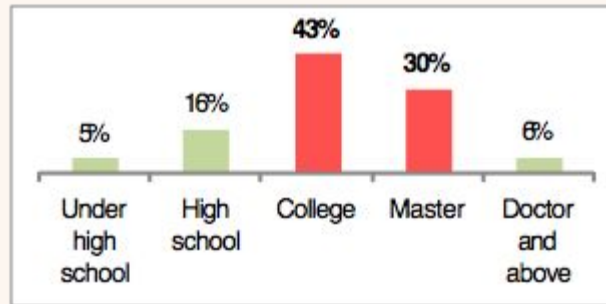
Editions: New York, New Jersey/Pennsylvania, DC, Chicago, Atlanta/Florida

Our Audience – Newspaper

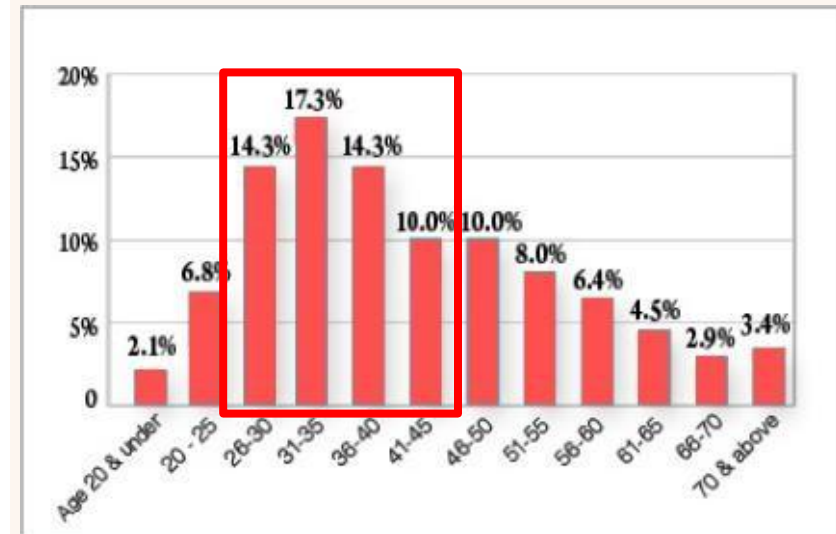
Gender



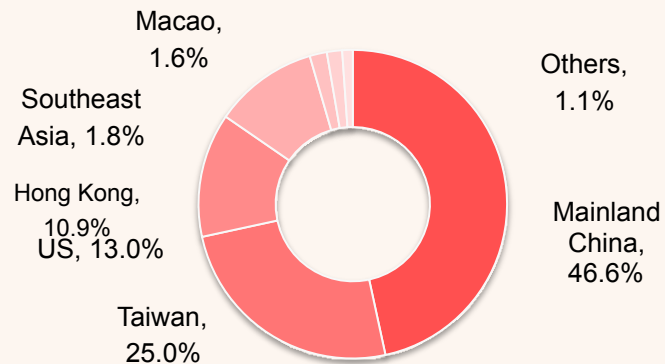
Education Level



Age Distribution



Place of Origin



Household Income



WorldJournal.com

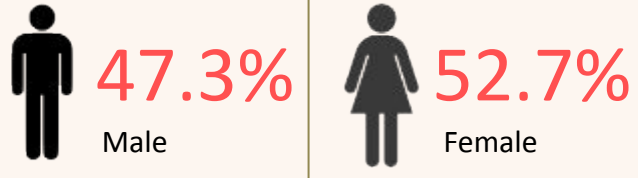
ePaper



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

Users vs. Device



Mobile	Computer	Tablet
55.1%	34.7%	10.2%

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

主丹砲台大政治化：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 洛杉磯府提供2萬元獎金 13:50

一洲焦點/川普4大官司纏身仍要選總統、北京出台... 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國守嚴禁對台海中線 歐大經貿交鋒 却仍被美卡脖子 中禁晶片...

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

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

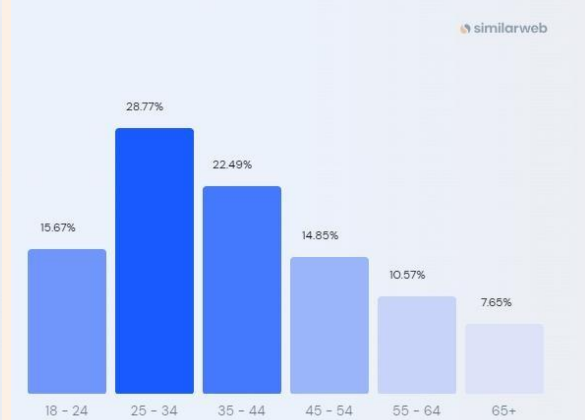


Mobile	Computer	Tablet
63.84%	30.98%	5.18%

熱門國家/地區



年齡分布

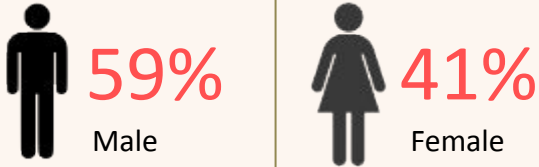


	Industry Average	WJ
Bounce Rate	50-60%	33.57%
Pages per Session	3-4	7.88
Average Session Duration	3-4 minutes	8:21

Our Audience – Digital

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

Gender

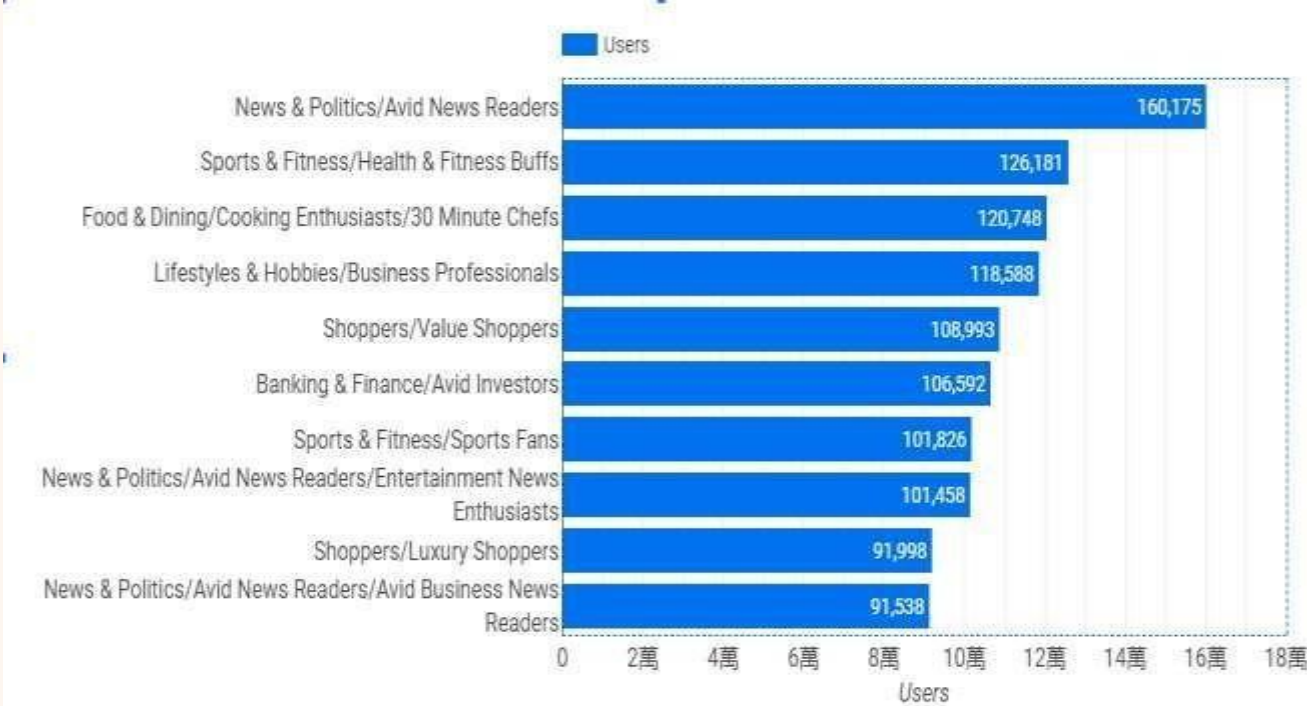


Metro Area



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





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!

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