



Revvng Up Sales

Journal readers spend over \$26 billion a year on new vehicles.

Of the more than **1 million** vehicles purchased by Journal readers, **71%** were non-luxury vehicles.

\$15.3 billion spent on non-luxury vehicles

\$11.1 billion spent on luxury vehicles

Annually, Journal readers account for **9%** of all new vehicle spending. And they buy the best, paying a premium price **20%** above the U.S. average.

	U.S. Average	WSJ Average	WSJ Advantage
Cars	\$24,650	\$33,026	34%
Trucks	\$29,654	\$32,600	10%

Source: 2005 J.D. Power Media Report

**For information on advertising in Weekend Edition,
contact your Journal sales representative or
Joe Demeter, Global Automotive Category Manager, at (212) 597-5780.**

Have a brilliant weekend.

THE WALL STREET JOURNAL.
WEEKEND EDITION