



## Shop Till They Drop

**Journal households\* exercise formidable spending power across the board.**

Annually, Journal households spend:

- \$6.5 billion on home furnishings
- \$5.1 billion on men's and women's apparel
- \$1.9 billion on jewelry and watches
- \$3.6 billion on home improvement/maintenance materials
- \$2.3 billion on entertainment appliances
- \$1.1 billion on kitchen appliances
- \$575 million on fragrances and cosmetics

Source: 2005 Mendelsohn Affluent Head of Household Survey, HHI \$85K+

\* Household weight required on volumetrics

**For information on advertising in Weekend Edition,  
contact your Journal sales representative or  
Jill Kaplan, General Manager, Weekend Edition, at (212) 597-5750.**

Have a brilliant weekend.

---

**THE WALL STREET JOURNAL.**

**WEEKEND EDITION**

---