

THE WALL STREET JOURNAL.
THIS WEEKEND
AMERICA'S FIRST NEWS



The Wall Street Journal This Weekend – with host Gordon Deal
The Weekend Keeps Getting Better and Better!



Gordon Deal

Gordon Deal, host of **The Wall Street Journal This Weekend**, gets that he's talking to real people. This fast-paced, hour long show tells you what-the-heck happened this week and what to brace yourself for in the week to come... courtesy of the global resources of The Wall Street Journal – with over 2,000 journalists world-wide.

It's the weekend so you want your lifestyle fix too! There is lots of info on sports, entertainment, trends, hi-tech, cars and travel. And Gordon checks in with the Journal's investment reporters with an inside view of where the markets are headed and what Stocks to Watch in the week ahead.

What's more **The WSJ This Weekend** makes for a great branding opportunity for high-level, high-end advertisers.

The Wall Street Journal This Weekend is all original content... not a refeed of material your listeners have already heard. It's fed multiple times so you can air it anytime, 5AM-7PM on Saturday or Sunday.

For more information on **The Wall Street Journal This Weekend**, contact: Susan Moran at smoran@dowjones.com, 212 659-1205.