

**Dow Jones & Company 2006 Advertising Linage Percentage  
Increases (Decreases) from 2005**

	<b>October <u>Actual</u></b>	<b>Year to date <u>Actual</u></b>
<b>THE WALL STREET JOURNAL: <sup>(1)</sup></b>		
<b>Total advertising revenue</b>	5.7%	9.7%
<b>Total advertising volume</b>	1.8%	8.2%
General	0.4%	5.6%
Technology	3.3%	2.5%
Financial	10.2%	10.5%
Classified & Other	(3.7%)	13.5%
 <b>International advertising revenue <sup>(2)</sup></b>	 16.6%	 5.6%
 <b>Barron's advertising revenue</b>	 (7.1%)	 7.2%
<b>Barron's advertising volume</b>	(6.5%)	0.2%
 <b>Ottaway Newspapers advertising revenues: <sup>(3)</sup></b>		
Display	(0.9%)	0.6%
Classified & Other	(12.5%)	(2.8%)
Non-daily	(3.6%)	(0.5%)
Preprint & other	(6.9%)	3.0%
Online	78.5%	52.0%
Total advertising revenues	(4.8%)	1.0%
 <b>Ottaway Newspapers advertising volume <sup>(4)</sup></b>	 (10.8%)	 (7.1%)

(1) General, technology and financial advertising for 2005 was reclassified to conform to the current year presentation.

(2) Includes the international editions of the Journal and the Far Eastern Economic Review.

(3) On October 27, 2006, the company reached an agreement to sell six community newspapers. Accordingly, these operations are excluded from these results pursuant to Statement of Financial Accounting Standards No.144 "Accounting for the impairment or Disposal of Long-Lived Assets".

(4) Excludes preprint & other volume and online advertising