

# FRANCHISING <sup>2009</sup>

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## CONTACT US

To learn more, please call 800.366.3975 or:

### U.S.

**East (North & South)** Deborah Falcone  
212.597.5790 – [deborah.falcone@wsj.com](mailto:deborah.falcone@wsj.com)

**New York** Dean Grant  
212.597.5693 – [dean.grant@wsj.com](mailto:dean.grant@wsj.com)

**Midwest** Tamara McHugh  
312.750.4053 – [tamara.mchugh@wsj.com](mailto:tamara.mchugh@wsj.com)

**Southwest** Andy Johnson  
214.640.7820 – [andy.johnson@wsj.com](mailto:andy.johnson@wsj.com)

**West** Dan Cooke  
323.658.3780 – [dan.cooke@wsj.com](mailto:dan.cooke@wsj.com)

**Online** Danny Miller  
212.597.5829 – [danny.b.miller@wsj.com](mailto:danny.b.miller@wsj.com)

## MULTI-UNIT FRANCHISING A SPECIAL SECTION

### Advantages Abound

In the context of today's economy, our Multi-Unit Franchising section will focus on the advantages of multi-unit operations. Content will explore some of the reasons why multi-units are doing well. Areas to be explored include financing, the ability to acquire weaker franchises and negotiate more conducive rents. We'll also look at an investment group that is continuing to buy into multi-unit franchises, especially existing units from franchisors.

### Prime Prospects

The Wall Street Journal's editorially rich, high-impact environment connects you with qualified candidates. In print and online, you'll reach affluent and highly acquisitive professionals, business leaders and executives.

	WSJ	WSJ.com
Average age	55	51
Average household income	\$253,100	\$234,200
Average household net worth	\$2,489,200	\$1,898,000
Average value of investments	\$2,004,600	\$1,546,000

### Employment Status

Employed	69%	80%
–Top management	54	52
–Middle management	12	15
–Professionals	28	28
–C-level function	53	47

Retired, engaged in post-retirement employment	13	9
Retired, not employed	16	9
Other, not employed	3	2

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