

Digital Rate Card 2024

The Economist Group is a world-renowned multinational media company that inspires and connects the most influential audiences across the globe.

Why The Economist Group?

Daily Sponsorship

Homepage takeover - delivers maximum impact for your brand, are 100% SOV over the duration of one day. Homepage + Weekly Edition (WE) section page takeover - offers an added layer to enhance the daily takeover.

Homepage + WE + Leaders takeover - offers an added layer to complete the daily takeover

	WW	NA	UK	CE	MEA	APAC	LA	TE
Homepage ^{PG}	\$23,950	\$10,930	\$2,790	\$5,690	\$740	\$4,360	\$1,490	\$8,480
Homepage + Weekly Edition Section Front ^{PG}	\$27,370	\$12,500	\$3,120	\$6,360	\$850	\$5,100	\$1,700	\$9,480
Homepage + Weekly Edition Section Front + Leaders ^{PG}	\$42,360	\$19,640	\$4,910	\$9,370	\$1,490	\$8,180	\$2,550	\$14,280

Leaders, United States, and The World This Week takeovers - target all of our recent content across the most relevant topics and regions at 100% SOV over the duration of one day.

Leaders Section ^{PG}	\$14,990	\$7,140	\$1,670	\$3,010	\$640	\$3,080	\$740	\$4,690
United States Section ^{PG}	\$6,740	\$4,350	\$670	\$1,000	\$110	\$960	\$320	\$1,670
The World This Week ^{PG}	\$37,840	\$18,300	\$5,360	\$7,360	\$1,280	\$6,910	\$2,020	\$12,720

Target our most recent Business, Finance & Economics, and Science & Technology content at 100% SOV over the duration of one day.

Business and Finance & Economics Section ^{PG}	\$23,040	\$11,160	\$2,680	\$4,570	\$640	\$4,890	\$1,170	\$7,250
Science & Technology Section ^{PG}	\$4,130	\$2,120	\$560	\$780	\$110	\$740	\$210	\$1,340

First impressions offers 100% SOV on the first visit of a reader anywhere on site for the duration of the day.

First Impression Run of Audience ^{PG}	\$52,120	\$25,100	\$6,580	\$11,040	\$1,590	\$9,460	\$2,980	\$17,630
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PG: Available as Programmatic Guaranteed

NB: All rates are based with no viewability guarantee. For viewability specific rates please reach out to your media strategist

Accepted ad sizes: 970x250, 300x250, 300x600

Weekly Sponsorship

Special report & Technology Quarterly takeovers allow you to specifically target relevant editorial subjects pertaining to that week's Special Report, or that quarter's Technology Quarterly report. Each Special Report and Tech Quarterly report consists of a series of insightful articles and in-depth analysis, with your brand delivering advertising across all articles.

Weekly Edition section page allows you to have your brand messaging at 100% SOV on our weekly edition section page

1843 section & article pages allows you to have your brand messaging at 100% SOV across all 1843 content.

	WW	NA	UK	CE	MEA	APAC	LA	TE
Special report package ^{PG}	\$37,030	\$17,850	\$4,240	\$8,480	\$1,060	\$6,690	\$1,910	\$12,720
Weekly Edition Section Front Takeover ^{PG}	\$23,550	\$10,600	\$2,680	\$5,130	\$740	\$5,210	\$1,380	\$7,810
1843 Content Takeover ^{PG}	\$43,070	\$22,540	\$5,130	\$11,600	\$740	\$3,510	\$3,400	\$16,730

PG: Available as Programmatic Guaranteed

NB: All rates are based with no viewability guarantee. For viewability specific rates please reach out to your media strategist

Accepted ad sizes: 970×250, 300×250, 300×600

Monthly Sponsorship

The World Ahead takeover - targets all content within the World Ahead section at 100% SOV for a minimum of 1 month.

AI Monthly takeover - targets all content and section front page of Artificial Intelligence

	WW	NA	UK	CE	MEA	APAC	LA	TE
The World Ahead (Nov - Dec) ^{PG}	\$348,370	\$123,480	\$42,320	\$84,950	\$18,400	\$81,000	\$28,500	\$127,260
The World Ahead (Jan - Mar) ^{PG}	\$248,900	\$99,330	\$50,820	\$48,410	\$11,200	\$44,800	\$16,900	\$99,230
Artificial Intelligence	\$145,910	\$83,670	\$11,160	\$29,010	\$2,660	\$24,440	\$11,690	\$40,160

PG: Available as Programmatic Guaranteed

NB: All rates are based with no viewability guarantee. For viewability specific rates please reach out to your media strategist

Accepted ad sizes: 970x250, 300x250, 300x600

Economist.com

Run of Economist.com

Reach the Economist audience across all areas of Economist.com

	WW	NA	UK	CE	MEA	APAC	LA	TE
300x250 ^{PG}	\$44.40	\$53.30	\$53.30	\$53.30	\$48.80	\$53.30	\$48.80	\$53.30
300x600 ^{PG}	\$64.60	\$77.50	\$77.50	\$77.50	\$71.10	\$77.50	\$71.10	\$77.50
970x250 ^{PG}	\$68.70	\$82.40	\$82.40	\$82.40	\$75.60	\$82.40	\$75.60	\$82.40
Responsive Ad	\$75.60	\$90.60	\$90.60	\$90.60	\$83.20	\$90.60	\$83.20	\$90.60
In Content Video :15 ^{**}	\$0.53	\$0.53	\$0.53	\$0.53	\$0.53	\$0.53	\$0.53	\$0.53
Fullpage Synced Ads	\$178.50	\$214.20	\$214.20	\$214.20	\$196.40	\$214.20	\$196.40	\$214.20

**** In-content video is priced on a cost per completed view (CPCV) and serves on Articles Pages only. A completed view is considered at 15 seconds.**

PG: Available as Programmatic Guaranteed

NB: All rates are based with no viewability guarantee. For viewability specific rates please reach out to your media strategist

Contextual

Available packages include:

- Focus packages: Business & Management, Thought Leadership, Technology & Innovation, and Travel & Lifestyle
- Section packages: Weekly Edition, Leaders, and The World This Week
- Daily content packages: daily content promoted from our flag ship newsletter/s
- Keyword targeting: target custom or premade keyword segments to the most relevant content

	WW	NA	UK	CE	MEA	APAC	LA	TE
300x250 ^{PG}	\$46.80	\$56.20	\$56.20	\$56.20	\$51.50	\$56.20	\$51.50	\$56.20
300x600 ^{PG}	\$67.80	\$81.40	\$81.40	\$81.40	\$74.60	\$81.40	\$76.40	\$81.40
970x250 ^{PG}	\$72.70	\$87.20	\$87.20	\$87.20	\$80.00	\$87.20	\$80.00	\$87.20
Responsive Ad	\$80.00	\$95.90	\$95.90	\$95.90	\$88.00	\$95.90	\$88.00	\$95.90
In Content Video :15 **	\$0.66	\$0.66	\$0.66	\$0.66	\$0.66	\$0.66	\$0.66	\$0.66
Fullpage Synced Ads	\$188.20	\$225.80	\$225.80	\$225.80	\$207.00	\$225.80	\$207.00	\$225.80

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PG: Available as Programmatic Guaranteed

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Audience

Reach your target audience across Economist.com leveraging 1st party behavioral data (Business Leaders, Thought Leaders, Economist Subscribers) or overlay 3rd party data (Business Decision Makers, C-Suite, etc...) or both

	WW	NA	UK	CE	MEA	APAC	LA	TE
300x250 ^{PG}	\$51.70	\$62.00	\$62.00	\$62.00	\$56.90	\$62.00	\$56.90	\$62.00
300x600 ^{PG}	\$75.90	\$91.10	\$91.10	\$91.10	\$83.50	\$91.10	\$83.50	\$91.10
970x250 ^{PG}	\$80.80	\$97.00	\$97.00	\$97.00	\$88.90	\$97.00	\$88.90	\$97.00
Responsive Ad	\$88.90	\$106.70	\$106.70	\$106.70	\$97.80	\$106.70	\$97.80	\$106.70
In Content Video :15 **	\$0.79	\$0.79	\$0.79	\$0.79	\$0.79	\$0.79	\$0.79	\$0.79
Fullpage Synced Ads	\$209.20	\$251.00	\$251.00	\$251.00	\$230.10	\$251.00	\$230.10	\$251.00

** In-content video is priced on a cost per completed view (CPCV) and serves on Articles Pages only. A completed view is considered at 15 seconds.

PG: Available as Programmatic Guaranteed

NB: All rates are based with no viewability guarantee. For viewability specific rates please reach out to your media strategist

Audio

Airtime - The Intelligence Podcast

In a multiplatform landscape, many readers are now also listeners. Content is available for streaming or downloaded via Apple and Google podcasts. New episodes are published daily with The Intelligence (M-F).

	WW	US	CA	UK	EMEA	APAC	AFRICA
Cost per thousand listens							
Airtime - (The Intelligence)* pmp/pg	\$21.25	\$21.25	\$21.25	\$21.25	\$21.25	\$21.25	\$21.25
Sponsorship - (The Intelligence) Weekly	\$53,930	\$24,480	NA	\$9,180	\$10,330	\$8,030	NA

PMP/PG: Available as PMP or Programmatic Guaranteed through Acast Automated

Social

Social

The Instagram Stories feature allows users and brands to share content to followers for 24 hours and this story appears prominently at the top of the app before the newsfeed. Currently our most popular story is the Weekend Reads, featuring six of the most important stories of the week. This story sequence goes live on Sunday morning and stays live in the story feed for 24 hours. Users can also navigate to our page and click on the icon to view. The story will move to our highlights reel for one week (until the new story is posted). These stories perform well with a 60% completion rate.

Instagram Stories - Weekend Reads	WW
	\$10,000

App

Weekly Sponsorship

Our new app was designed with an audience first focus and with the intention of making the best of our journalism easily discoverable. Users are kept informed throughout their day, can read articles, listen to the audio edition and our daily podcast. The weekly section, updated each Thursday, includes our print edition as well as an archive of previous editions. Weekly sponsorship offers 100% SOV over the duration of one week.

Today (inclusive of Espresso Morning Briefing) takeover serve an MPU (300x250) on all mobile devices (Android and Apple). The Weekly Edition First Swipe serves a full page interstitial ad on a user's first action within the weekly edition.

	WW	NA	UK	CE	MEA	APAC	LA	TE
Today (300x250)	\$86,940	\$38,820	\$16,620	\$20,420	\$2,660	\$13,600	\$3,190	\$37,040
Today (300x250) + First Swipe (Full Page Interstitial)*	\$101,850	\$45,120	\$18,980	\$25,150	\$2,960	\$15,850	\$3,640	\$44,130

Newsletter

Flagship Newsletters

The Economist Today newsletter features the best of our journalism, handpicked each day. A selection of snippets from 5-7 articles are featured that encourage the audience to click through to read the full version.

Our custom advertising format is designed to engage our audience with relevant content from our brand partners. A sponsored content unit will be integrated into our newsletter in between our editorial stories.

	WW	NA	UK	CE	MEA	APAC	LA	TE
The Economist Today (Daily)	\$26,500	\$11,900	\$4,000	\$4,800	N/A	\$3,200	N/A	\$8,800
The Economist Today (Weekly)	\$110,200	\$49,500	\$16,700	\$19,800	\$4,500	\$13,100	\$6,800	\$36,500
The Economist Today (Monthly)	\$424,300	\$176,000	\$59,200	\$70,400	\$16,000	\$46,400	\$24,000	\$129,600

The Economist This Week newsletter is a smart guide to the upcoming new edition. Featuring a note from our editor-in-chief Zanny Minton Beddoes, it is her selection of must read articles.

Our custom advertising format is designed to engage our audience with relevant content from our brand partners. A sponsored content unit will be integrated into our newsletter in between our editorial stories.

The Economist This Week (Weekly)	\$72,000	\$30,200	\$10,100	\$15,100	\$2,900	\$8,600	\$4,300	\$25,200
The Economist This Week (Monthly)	\$230,500	\$96,600	\$32,300	\$48,300	\$9,300	\$27,500	\$13,800	\$80,600

Subscriber Newsletters

A Selection of our best franchise, topical and geo-focused subscriber only newsletters

Our custom advertising format is designed to engage our audience with relevant content from our brand partners. A sponsored content unit will be integrated into our newsletter in between our editorial stories.

	The World in Brief 5 sends weekly	The Extraordinary Story 4 sends monthly	Cover Story 4 sends monthly	Money Talks 4 sends monthly	The Bottom Line 4 sends monthly	Simply Science 4 sends monthly	Blighty 4 sends monthly
WW	\$34,000	\$20,200	\$19,700	\$15,200	\$12,000	\$16,600	\$5,700

	The Climate Issue 2 sends monthly	Off the Charts 4 sends monthly	Plot Twist 4 sends monthly	Checks and Balances 4 sends monthly	The War Room 4 sends monthly	Drum Tower 4 sends monthly	India Essential 4 sends monthly
WW	\$7,100	\$10,200	\$6,200	\$12,100	\$6,500	\$6,600	\$2,700

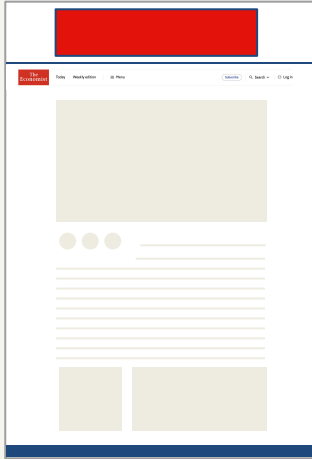
Contacts

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The Economist Group

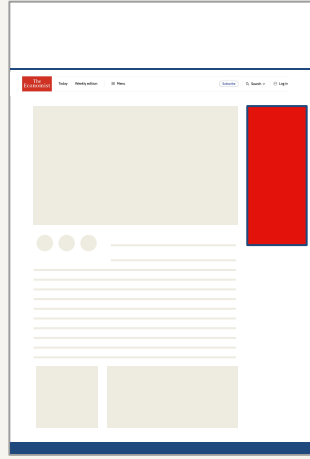
Digital Advertising Specifications 2024

Desktop - Standard Placements



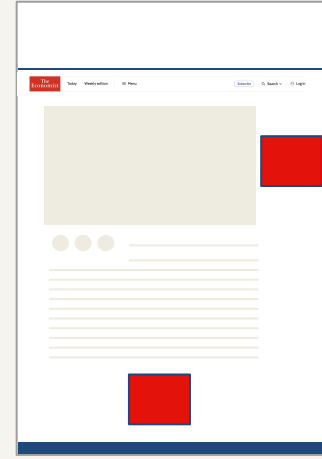
Billboard

Appears at the top of the page on Economist.com



DMPU

Appears on the right hand rail on Economist.com



MPU

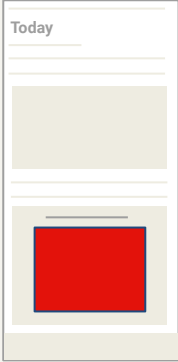
Appears on the right hand rail and within the content Economist.com

Mobile - Standard Placements



Interscroller

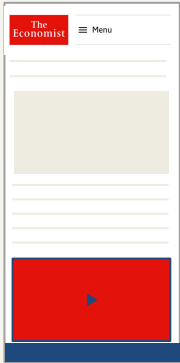
Full page Advertising creative.
Full user interaction and
engagement upon scrolling



MPU

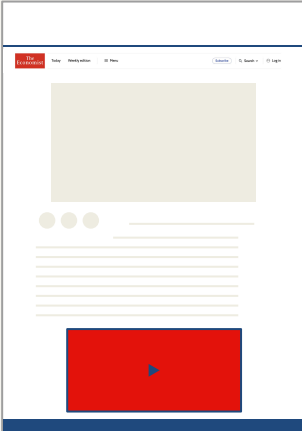
Appears across
Economist App

Video - Placements



Mobile

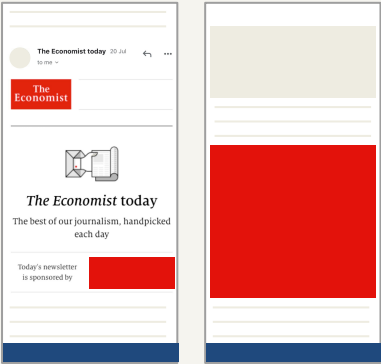
Appears within the content
Economist.com



Desktop

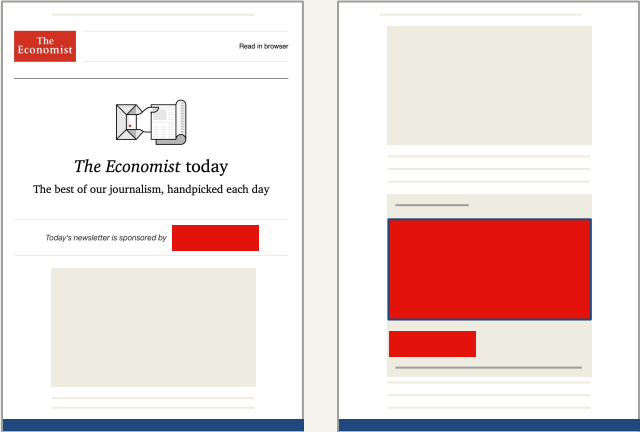
Appears within the content
Economist.com

Video - Placements



Mobile Newsletter

Sponsorship to Email Opt-in users. Advertisements will be displayed top of the content and within the content



Desktop Newsletter

Sponsorship to Email Opt-in users. Advertisements will be displayed top of the content and within the content

App Interstitial Specs

Overview of Specifications:

Interstitials in the new app have been designed to offer both convenience and control for advertisers, depending on the creative resource at their disposal.

With this in mind, there are four different ways to supply creatives for in-app interstitials:

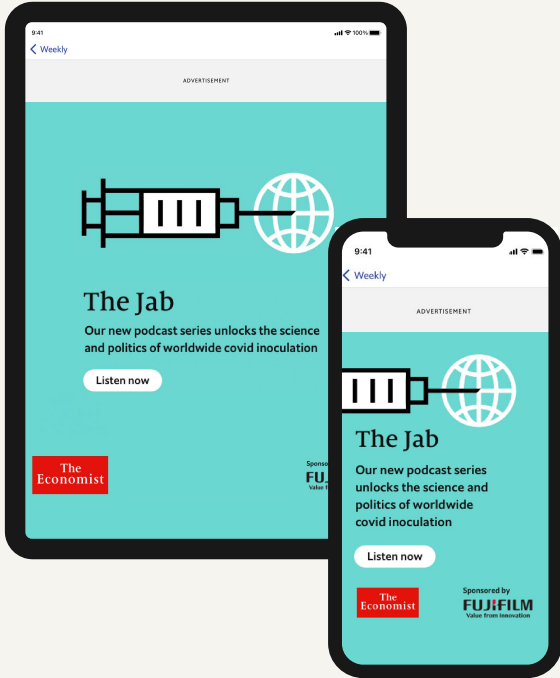
- Full-screen Interstitials - interstitials built as fixed size images/tags using custom specs, designed to display as high-impact, full-size ads across all screens
- Responsive Interstitials - interstitials built as responsive HTML5 builds or third party ad tags that can adapt to fill the ad slot on any screen size



Full-screen Interstitials

Requirements & Specifications

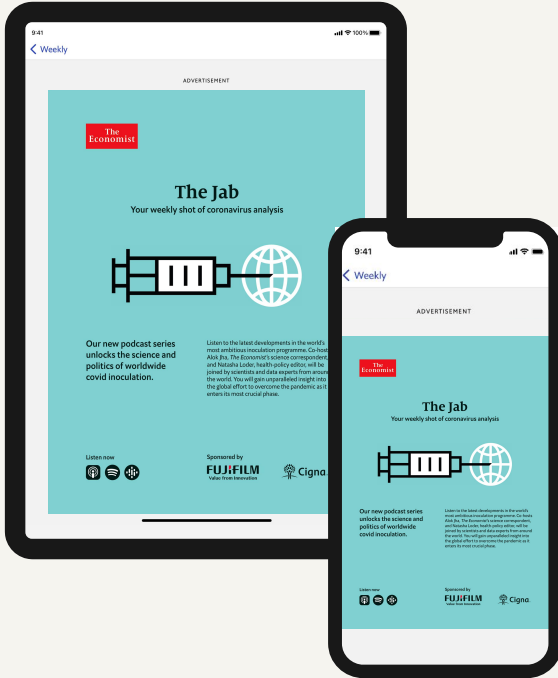
- Sizes: Custom - mobile portrait, tablet portrait & tablet landscape templates provided upon request
- File Type: JPG / 3rd Party Ad Tag / HTML5
- JPG file size: 250KB
- Ad Tag Initial Load: 250KB
- Max Load (Video): 1MB
- Creative Animation: 30 Seconds / 3 Loops Max
- Audio: Audio allowed, must be user initiated. Audio to not exceed -12db
- In-Banner Video: Must be 3rd party Ad Served. Video must be on auto mute. Must contain volume, play and pause button.
- Additional Information: All assets must be delivered 5 working days for internal testing / client approvals



Responsive Interstitials

Requirements & Specifications

If you are interested in building responsive ad tag/HTML5 interstitials in the Economist app, please reach out to us so that we can provide additional information and build guidance.



Thank you

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