

# [Rate card 2021]

The Economist newspaper, digital app, Espresso and Global Business Review

The Economist allows you to reach our influential audience through print and our award winning apps on iOS and Android. This document covers the advertising options and rates available across our platforms. For regional and worldwide rates, see additional pages.

#### USD Gross

Print with digital

Full page in print, together with an advertisement in the digital app, Weekly Edition. Available from 1st of June, 2021.

#### Weekly Edition - digital

A premium advertisement in our digital app, Weekly Edition, with the option of added interactivity. Available from 1st of June, 2021.

#### Espresso

Weekly sponsorship for our daily news app.



## [Worldwide]

### The Economist Newspaper and weekly apps

USD Gross	
Display Advertising	
Print with digital	
Page facing editorial	150,800
Print premium	
Outside back cover	198,400
Inside front cover spread	326,600
Double-page spread	269,800
Weekly Edition - digital	
First Swipe	79,400
Espresso	
Weekly sponsorship	68,500

Print-only rates and volume discounts available on request 10% premium for guaranteed positions Weekly Edition available from 1st of June 2021

thought that counts

[Worldwide excluding North America]

The Economist Newspaper and weekly apps

USD Gross Display	
Advertising	
Print with digital Page facing editorial	119,800
Print premium	
Outside back cover	155,800
Double-page spread	199,700
Weekly Edition - digital	
First Swipe	50,000
Print-only rates and volume discounts available on request 10% premium for guaranteed positions	

Weekly Edition available from 1st of June 2021



[EMEA]

## The Economist Newspaper and weekly apps

USD Gross	
Display Advertising	
Print with digital	
Page facing editorial	87,100
Print premium	
Outside back cover	113,200
Double-page spread	144,900
Weekly Edition - digital	
First Swipe	33,400
Espresso	
Weekly sponsorship	31,300
Print-only rates and volume discounts available on request 10% premium for guaranteed positions Weekly Edition available from 1st of June 2021	

thought that counts

## [UK and Continental Europe]

### The Economist Newspaper and weekly apps

USD Gross	
Display Advertising	
Print with digital	
Page facing editorial	82,700
Print premium	
Outside back cover	107,500
Double-page spread	137,800
Weekly Edition - digital	
First Swipe	31,000
Espresso	
Weekly sponsorship	28,000
Print-only rates and volume discounts available on request 10% premium for guaranteed positions Weekly Edition available from 1st of June 2021	
All rates are gross, subject to local taxes.	



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[ United Kingdom ]

### The Economist Newspaper and weekly apps

USD Gross	
Display Advertising	
Print with digital	
Page facing editorial	37,400
Print premium	
Outside back cover	48,600
Double-page spread	62,400
Weekly Edition - digital	
First Swipe	13,500
Espresso	
Weekly sponsorship	18,100
[ London only ]	
Print with digital	
Page facing editorial	21,900
Print premium	
Double-page spread	36,400
Print-only rates and volume discounts available on request 10% premium for guaranteed positions Weekly Edition available from 1st of June 2021	



#### [Continental Europe]

#### The Economist Newspaper and weekly apps

USD Gross Display Advertising	
Print with digital	
Page facing editorial	45,700
Print premium	
Outside back cover	59,000
Double-page spread	76,300
Weekly Edition - digital	
First Swipe	17,500
Espresso	
Weekly sponsorship	11,100

#### [Financial centres, Continental Europe]

Print with digital	
Page facing editorial	22,900
Print premium	
Double-page spread	28,800

### [Travel hub cities, Continental Europe]

Print with digital	1x
Page facing editorial	29,300
Print premium	
Double-page spread	48,700
Print-only rates and volume discounts available on request 10% premium for guaranteed positions Weekly Edition available from 1st of June 2021	
All rates are gross, subject to local taxes. Rates are valid until 31 December 2021	

### thought that counts

[Middle East and Africa]

### The Economist Newspaper and weekly apps

USD Display Advertising	Gross
Print with digital	
Page facing editorial	13,200
Print premium	
Double-page spread	23,100
Weekly Edition - digital	
First Swipe	2,400

### [Middle East only or Africa only]

Print with digital	
Page facing editorial	7,900
Print premium	
Double-page spread	13,100
10% premium for guaranteed positions	

Weekly Edition available from 1st of June 2021

Rates are valid until 31 December 2021

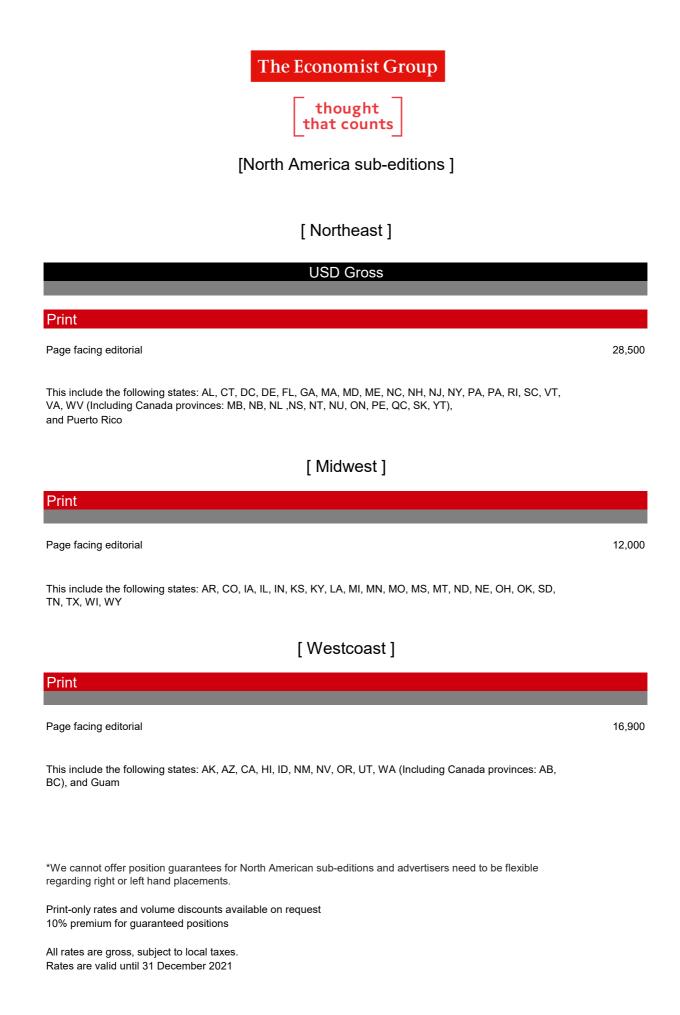
## thought that counts

## [North America]

### The Economist Newspaper and weekly apps

USD Gross	<b>9</b> 11
Display Advertising	
Print with digital	
Page facing editorial	56,600
Print premium	
Outside back cover	73,600
Double-page spread	113,200
Weekly Edition - digital	
First Swipe	29,400
Espresso (North and Latin America)	
Weekly sponsorship	25,000
Print-only rates and volume discounts available on request	

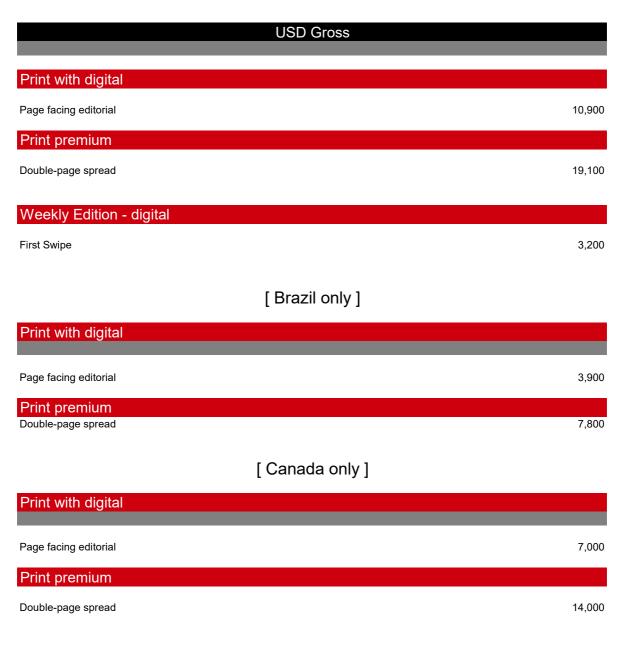
Print-only rates and volume discounts available on request 10% premium for guaranteed positions Weekly Edition available from 1st of June 2021





[The Americas, regional editions]

#### [Latin America]



Print-only rates and volume discounts available on request 10% premium for guaranteed positions



[Asia / Pacific]

### The Economist Newspaper and weekly apps

USD Gross Display	
Advertising	
Print with digital	
Page facing editorial	21,600
Print premium	
Outside back cover	28,100
Double-page spread	35,900
Weekly Edition - digital	
First Swipe	13,500
Espresso	
Weekly sponsorship	16,600

### Exclusive app sponsorship: Global Business Review and WeChat

Monthly sponsorship

45,000

Print-only rates and volume discounts available on request 10% premium for guaranteed positions Weekly Edition available from 1st of June 2021



[Asia only]

### The Economist Newspaper and weekly apps

	USD Gross	
Drint with digital		
Print with digital		
Page facing editorial		19,000
Print premium		
Double-page spread		31,600

#### [South Asia]

(Bangladesh, Bhutan, India, Nepal, Pakistan, Sri Lanka)



### [Hong Kong only or Singapore only]

Print with digital	
Page facing editorial	6,000
Print premium	
Double-page spread	9,900

Print-only rates and volume discounts available on request 10% premium for guaranteed positions

thought that counts

[Pacific regional editions]

The Economist Newspaper and weekly apps

[Australia & New Zealand]

USD Gross	
Print with digital	
Page facing editorial	5,700
Print premium	
Double-page spread	9,600

Print-only rates and volume discounts available on request 10% premium for guaranteed positions