

The Economist Group

**[thought
that counts]**

[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.

The Economist Group

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[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

All rates are gross, subject to local taxes.

Rates are valid until 31 December 2021

The Economist Group

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[Worldwide excluding North America]

The Economist Newspaper and weekly apps

USD Gross

Display
Advertising

Print with digital

Page facing editorial	119,800
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Print premium

Outside back cover	155,800
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Double-page spread	199,700
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Weekly Edition - digital

First Swipe	50,000
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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

The Economist Group

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[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

All rates are gross, subject to local taxes.

Rates are valid until 31 December 2021

The Economist Group

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[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

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Rates are valid until 31 December 2021

The Economist Group

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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

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Rates are valid until 31 December 2021

The Economist Group

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[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

The Economist Group

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[Middle East and Africa]

The Economist Newspaper and weekly apps

USD Gross	
Display Advertising	
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

The Economist Group

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[North America]

The Economist Newspaper and weekly apps

USD Gross

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

10% premium for guaranteed positions

Weekly Edition available from 1st of June 2021

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Rates are valid until 31 December 2021

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[North America sub-editions]

[Northeast]

USD Gross

Print

Page facing editorial 28,500

This include the following states: AL, CT, DC, DE, FL, GA, MA, MD, ME, NC, NH, NJ, NY, PA, PA, RI, SC, VT, VA, WV (Including Canada provinces: MB, NB, NL ,NS, NT, NU, ON, PE, QC, SK, YT), and Puerto Rico

[Midwest]

Print

Page facing editorial 12,000

This include the following states: AR, CO, IA, IL, IN, KS, KY, LA, MI, MN, MO, MS, MT, ND, NE, OH, OK, SD, TN, TX, WI, WY

[Westcoast]

Print

Page facing editorial 16,900

This include the following states: AK, AZ, CA, HI, ID, NM, NV, OR, UT, WA (Including Canada provinces: AB, BC), and Guam

*We cannot offer position guarantees for North American sub-editions and advertisers need to be flexible regarding right or left hand placements.

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

All rates are gross, subject to local taxes.
Rates are valid until 31 December 2021

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[The Americas, regional editions]

[Latin America]

USD Gross

Print with digital

Page facing editorial 10,900

Print premium

Double-page spread 19,100

Weekly Edition - digital

First Swipe 3,200

[Brazil only]

Print with digital

Page facing editorial 3,900

Print premium

Double-page spread 7,800

[Canada only]

Print with digital

Page facing editorial 7,000

Print premium

Double-page spread 14,000

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

All rates are gross, subject to local taxes.
Rates are valid until 31 December 2021

The Economist Group

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[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

All rates are gross, subject to local taxes.
Rates are valid until 31 December 2021

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[Asia only]

The Economist Newspaper and weekly apps

USD Gross

Print with digital

Page facing editorial	19,000
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Print premium

Double-page spread	31,600
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[South Asia]

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

Print with digital

Page facing editorial	6,400
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Print premium

Double-page spread	10,800
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[Hong Kong only or Singapore only]

Print with digital

Page facing editorial	6,000
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Print premium

Double-page spread	9,900
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Print-only rates and volume discounts available on request
10% premium for guaranteed positions

All rates are gross, subject to local taxes.
Rates are valid until 31 December 2021

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[Pacific regional editions]

The Economist Newspaper and weekly apps

[Australia & New Zealand]

USD Gross

Print with digital

Page facing editorial	5,700
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Print premium

Double-page spread	9,600
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Print-only rates and volume discounts available on request
10% premium for guaranteed positions

All rates are gross, subject to local taxes.
Rates are valid until 31 December 2021