

Rate card 2023

**ECONOMIST
IMPACT**

The Economist newspaper, digital app, 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.

GBP Gross

Print with digital

Full page in print, together with an advertisement in the digital app, Weekly Edition.

Weekly Edition - digital

A premium advertisement in our digital app, Weekly Edition, with the option of added interactivity.

The Economist Newspaper and weekly apps

**ECONOMIST
IMPACT**

Worldwide

GBP Gross

Display

Advertising

Print with digital

Page facing editorial	92,000
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Print premium

Outside back cover	120,000
Inside front cover spread	197,000
Double-page spread	164,000

Weekly Edition - digital

First Swipe - Please refer to the digital rate card

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 2023

The Economist Newspaper and weekly apps

**ECONOMIST
IMPACT**

Worldwide excluding the Americas

GBP Gross

Print with digital

Page facing editorial	73,200
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Print premium

Outside back cover	95,000
Double-page spread	122,000

Weekly Edition - digital

First Swipe - Please refer to the digital rate card

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 2023

The Economist Newspaper and weekly apps

**ECONOMIST
IMPACT**

EMEA

GBP Gross

Display

Advertising

Print with digital

Page facing editorial 53,700

Print premium

Outside back cover 70,000

Double-page spread 89,000

Weekly Edition - digital

First Swipe - Please refer to the digital rate card

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 2023

The Economist Newspaper and weekly apps

**ECONOMIST
IMPACT**

UK and Continental Europe

GBP Gross

Print with digital

Page facing editorial	49,600
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Print premium

Outside back cover	64,500
Double-page spread	82,500

Weekly Edition - digital

First Swipe - Please refer to the digital rate card

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 2023

The Economist Newspaper and weekly apps

**ECONOMIST
IMPACT**

United Kingdom

GBP Gross

Display

Advertising

Print with digital

Page facing editorial 21,100

Print premium

Outside back cover 27,400
Double-page spread 35,300

Weekly Edition - digital

First Swipe - Please refer to the digital rate card

London only

Print with digital

Page facing editorial 13,700

Print premium

Double-page spread 22,700

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 2023

The Economist Newspaper and weekly apps

**ECONOMIST
IMPACT**

Continental Europe

GBP Gross

Display

Advertising

Print with digital

Page facing editorial 29,000

Print premium

Outside back cover 37,700

Double-page spread 48,300

Weekly Edition - digital

First Swipe - Please refer to the digital rate card

Financial centres, Continental Europe

Print with digital

Page facing editorial* 14,400

Print premium

Double-page spread* 18,200

Travel hub cities, Continental Europe

Print with digital

Page facing editorial* 18,500

Print premium

Double-page spread* 30,700

*No position guarantee

Print-only rates and volume discounts available on request

10% premium for guaranteed positions

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Rates are valid until 31 December 2023

The Economist Newspaper and weekly apps

**ECONOMIST
IMPACT**

Middle East and Africa

GBP Gross

Display

Advertising

Print with digital

Page facing editorial 8,400

Print premium

Double-page spread 14,500

Weekly Edition - digital

First Swipe - Please refer to the digital rate card

Middle East only or Africa only

Print with digital

Page facing editorial* 4,850

Print premium

Double-page spread* 8,000

*No position guarantee

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 2023

The Economist Newspaper and weekly apps

**ECONOMIST
IMPACT**

The Americas

GBP Gross

Display

Advertising

Print with digital

Page facing editorial 33,300

Print premium

Outside back cover 42,300
Double-page spread 66,600

Weekly Edition - digital

First Swipe - Please refer to the digital rate card

Canada only

Print with digital

Page facing editorial* 4,200

Print premium

Double-page spread* 8,400

*No position guarantee

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 2023

The Economist Newspaper and weekly apps

**ECONOMIST
IMPACT**

Asia Pacific

GBP Gross

Print with digital

Page facing editorial	13,500
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Print premium

Outside back cover	17,600
Double-page spread	22,700

Weekly Edition - digital

First Swipe - Please refer to the digital rate card

Exclusive app sponsorship: Global Business Review and WeChat

Monthly sponsorship	34,500
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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 2023

The Economist Newspaper and weekly apps

**ECONOMIST
IMPACT**

Asia only

GBP Gross

Display

Advertising

Print with digital

Page facing editorial* 11,800

Print premium

Double-page spread* 19,500

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

Print with digital

Page facing editorial* 4,100

Print premium

Double-page spread* 6,800

Hong Kong only or Singapore only

Print with digital

Page facing editorial* 3,800

Print premium

Double-page spread* 6,400

*No position guarantee

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 2023

Pacific regional editions

The Economist Newspaper and weekly apps

**ECONOMIST
IMPACT**

Australia & New Zealand

GBP Gross

Display

Advertising

Print with digital

Page facing editorial 3,500

Print premium

Double-page spread 5,800

*No position guarantee

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 2023