

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.

USD 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

USD Gross

Display

Advertising

Print with digital

Page facing editorial	166,000
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Print premium

Outside back cover	216,000
Inside front cover spread	357,000
Double-page spread	297,000

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

USD Gross

Print with digital

Page facing editorial	123,500
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Print premium

Outside back cover	161,000
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Double-page spread	206,000
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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

USD Gross

Display

Advertising

Page facing editorial	96,000
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Print premium

Outside back cover

125,000

Double-page spread

160,000

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

USD Gross

Display

Advertising

Print with digital

Page facing editorial	90,000
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Print premium

Outside back cover	117,000
Double-page spread	150,000

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**

United Kingdom

USD Gross

Display

Advertising

Print with digital

Page facing editorial 39,700

Print premium

Outside back cover 51,600

Double-page spread 66,300

Weekly Edition - digital

First Swipe - Please refer to the digital rate card

London only

Print with digital

Page facing editorial 23,200

Print premium

Double-page spread 38,600

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

USD Gross

Display

Advertising

Print with digital

Page facing editorial 52,000

Print premium

Outside back cover 67,500

Double-page spread 86,600

Weekly Edition - digital

First Swipe - Please refer to the digital rate card

Financial centres, Continental Europe

Print with digital

Page facing editorial 26,000

Print premium

Double-page spread 32,700

Travel hub cities, Continental Europe

Print with digital

Page facing editorial 33,200

Print premium

Double-page spread 55,200

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**

Middle East and Africa

USD Gross

Display

Advertising

Print with digital

Page facing editorial

14,500

Print premium

Double-page spread

25,500

Weekly Edition - digital

First Swipe - Please refer to the digital rate card

Middle East only or Africa only

Print with digital

Page facing editorial

8,700

Print premium

Double-page spread

14,500

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

USD Gross

Display

Advertising

Print with digital

Page facing editorial

61,000

Print premium

Outside back cover

79,000

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

North America sub-editions

The Economist Newspaper and weekly apps

**ECONOMIST
IMPACT**

Northeast

USD Gross

Print

Page facing editorial 31,000

This includes the following states: AL, CT, DC, DE, FL, GA, MA, MD, ME, NC, NH, NJ, NY, PA, RI, SC, VT

Canadian provinces: MB, NB, NL, NS, NU, ON, PE, QC

Central and South America. Subject to change.

Midwest

Print

Page facing editorial 13,000

This includes the following states: AR, CO, IA, IL, IN, KS, KY, LA, MI, MN, MO, MS, ND, NE, OH, OK, SD,

TN, TX, WI, WY and Puerto Rico. Subject to change.

Westcoast

Print

Page facing editorial 18,000

This includes the following states: AK, AZ, CA, HI, ID, MT, NM, NV, OR, UT, WA

Canadian provinces: AB, BC, NT, SK, YT and Guam. Subject to change.

Canada only

Print with digital

Page facing editorial 7,600

Print premium

Double-page spread 15,000

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 2023

The Economist Newspaper and weekly apps

**ECONOMIST
IMPACT**

Asia / Pacific

USD Gross

Display

Advertising

Print with digital

Page facing editorial

24,000

Print premium

Outside back cover

31,000

Double-page spread

39,600

Weekly Edition - digital

First Swipe - Please refer to the digital rate card

Exclusive app sponsorship: Global Business Review and WeChat

Monthly sponsorship

48,500

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

USD Gross

Display

Advertising

Print with digital

Page facing editorial 21,000

Print premium

Double-page spread 35,000

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

Print with digital

Page facing editorial 7,000

Print premium

Double-page spread 12,000

Hong Kong only or Singapore only

Print with digital

Page facing editorial 6,600

Print premium

Double-page spread 11,000

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 2023

Pacific regional editions

The Economist Newspaper and weekly apps

**ECONOMIST
IMPACT**

Australia & New Zealand

USD Gross

Display

Advertising

Print with digital

Page facing editorial

6,200

Print premium

Double-page spread

10,400

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