

Rate card 2022

**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	87,700
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Print premium

Outside back cover	114,000
Inside front cover spread	187,300
Double-page spread	156,100

Weekly Edition - digital

First Swipe	60,300
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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 2022

The Economist Newspaper and weekly apps

**ECONOMIST
IMPACT**

Worldwide excluding the Americas

GBP Gross

Print with digital

Page facing editorial	69,700
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Print premium

Outside back cover	90,600
Double-page spread	116,200

Weekly Edition - digital

First Swipe	37,900
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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 2022

The Economist Newspaper and weekly apps

**ECONOMIST
IMPACT**

EMEA

GBP Gross

Display

Advertising

Print with digital

Page facing editorial 51,100

Print premium

Outside back cover 66,400

Double-page spread 85,000

Weekly Edition - digital

FirstSwipe 25,200

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 2022

The Economist Newspaper and weekly apps

**ECONOMIST
IMPACT**

UK and Continental Europe

GBP Gross

Print with digital

Page facing editorial	47,200
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Print premium

Outside back cover	61,400
Double-page spread	78,600

Weekly Edition - digital

First Swipe	23,500
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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 2022

The Economist Newspaper and weekly apps

**ECONOMIST
IMPACT**

United Kingdom

GBP Gross

Display

Advertising

Print with digital

Page facing editorial 20,100

Print premium

Outside back cover 26,100
Double-page spread 33,600

Weekly Edition - digital

First Swipe 10,250

London only

Print with digital

Page facing editorial 13,000

Print premium

Double-page spread 21,600

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 2022

The Economist Newspaper and weekly apps

**ECONOMIST
IMPACT**

Continental Europe

GBP Gross

Display

Advertising

Print with digital

Page facing editorial 27,600

Print premium

Outside back cover 35,900
Double-page spread 46,000

Weekly Edition - digital

First Swipe 13,200

Financial centres, Continental Europe

Print with digital

Page facing editorial* 13,700

Print premium

Double-page spread* 17,300

Travel hub cities, Continental Europe

Print with digital

Page facing editorial* 17,600

Print premium

Double-page spread* 29,200

*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 2022

The Economist Newspaper and weekly apps

**ECONOMIST
IMPACT**

Middle East and Africa

GBP Gross

Display

Advertising

Print with digital

Page facing editorial 8,000

Print premium

Double-page spread 13,800

Weekly Edition - digital

First Swipe 1,750

Middle East only or Africa only

Print with digital

Page facing editorial* 4,600

Print premium

Double-page spread* 7,600

*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 2022

The Economist Newspaper and weekly apps

**ECONOMIST
IMPACT**

The Americas

GBP Gross

Display

Advertising

Print with digital

Page facing editorial 31,700

Print premium

Outside back cover 41,200
Double-page spread 63,400

Weekly Edition - digital

First Swipe 22,200

Canada only

Print with digital

Page facing editorial* 4,000

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 2022

The Economist Newspaper and weekly apps

**ECONOMIST
IMPACT**

Asia Pacific

GBP Gross

Print with digital

Page facing editorial	12,900
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Print premium

Outside back cover	16,800
Double-page spread	21,600

Weekly Edition - digital

First Swipe	10,250
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Exclusive app sponsorship: Global Business Review and WeChat

Monthly sponsorship	32,900
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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 2022

The Economist Newspaper and weekly apps

**ECONOMIST
IMPACT**

Asia only

GBP Gross

Display

Advertising

Print with digital

Page facing editorial* 11,200

Print premium

Double-page spread* 18,600

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

Print with digital

Page facing editorial* 3,900

Print premium

Double-page spread* 6,500

Hong Kong only or Singapore only

Print with digital

Page facing editorial* 3,600

Print premium

Double-page spread* 6,100

*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 2022

Pacific regional editions

The Economist Newspaper and weekly apps

**ECONOMIST
IMPACT**

Australia & New Zealand

GBP Gross

Display

Advertising

Print with digital

Page facing editorial 3,350

Print premium

Double-page spread 5,500

*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 2022