

The
Economist

THE WORLD AHEAD

Global forecasting, locally tailored



An invitation from *The Economist*

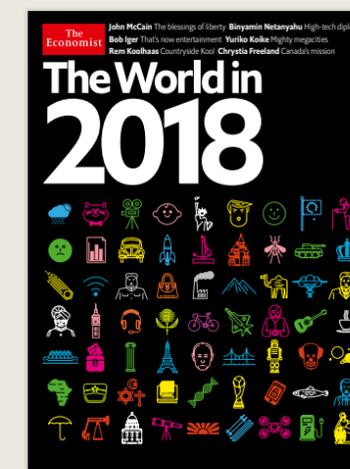
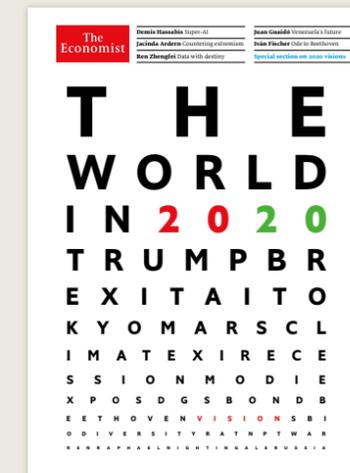
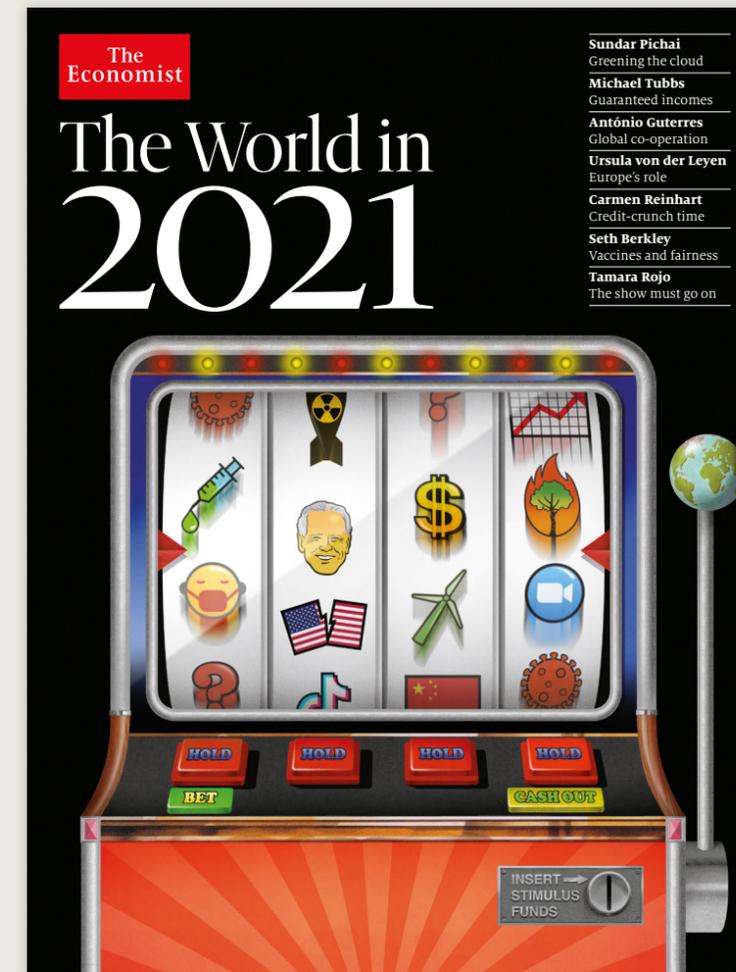
We would like to invite you to join the growing community of publishers who are leveraging *The World Ahead* to build their readership and increase the reach of their target audiences.

What is *The World Ahead*?

The World Ahead (formerly *The World in*) is *The Economist's* future-gazing publication. It prepares audiences for what is to come with mind-stretching insights and expert-level analysis—all in *The Economist's* clear, elegant style.

Written by our correspondents and editors alongside globally-recognised public figures, it is regarded as essential reading by individuals, professionals and governments alike.

In fact, more than **2.8 million people** in **90 countries** read *The World Ahead* to gain in-depth understanding and a balanced global perspective.



How can you benefit?

We work closely with our licensing partners to hand-select the best coverage for their needs. Multiple benefits include better advertising and sponsorship, deeper audience engagement and increased brand authority.



Strengthen your brand with our unrivalled global coverage



Create bespoke packages with locally-focused options



Develop in multi-format with videos, podcasts, charts, graphs and maps



Engage new audiences with content supplied in English or available for translation

Flexible content to support your needs

More than 120 items of multi-format editorial content are available—with endless possibilities for engagement and strategic development.

Suitable for digital and print brands, these include articles, opinion pieces, podcasts, films, graphs and more.

The World Ahead is fully flexible to support the needs of your audience and is available in English for your translation. We are able to advise on the best material to suit your needs, with a range of licensing options, including:

- ✓ **Full access to impactful analysis and opinion**
- ✓ **Bespoke mix-and-match packages**
- ✓ **Locally-focused coverage**
- ✓ **Serialisation rights**
- ✓ **Newsletter rights**
- ✓ **Section rights**



A message from the editor

For *The World Ahead 2022*, we'll consider the “new normal” that is emerging in the wake of the coronavirus pandemic, and what it means for politics, economics, business, science and culture. We'll also analyse global demographic shifts, look forward to the 75th anniversary of India's independence, and ask what the US mid-term elections, and other elections around the world, reveal about the health of democracy.

The Economist's writers will be joined by leaders from business, politics, science and the arts, who will add their ideas and predictions for 2022. This mix of contributors gives *The World Ahead 2022* a distinctive, engaging and authoritative perspective on the trends and events to watch—and has won the publication a loyal and growing readership around the world.



Tom Standage, Editor, *The World Ahead 2022*

Interested in finding out more?

To discuss your requirements, please contact us at:

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“ *The World in...* is a globally renowned and high-quality publication of *The Economist*, and I think it is fortunate to be able to introduce it to Korean readers every year. It provides quality information with insight, but it is never difficult to read. We have been publishing this every year for about 20 years, and it is a beloved steady seller in Korea. I strongly recommend *The World in...* to publishers in other countries.

—
Sang-a, *The Korean Economic Daily*, South Korea

“ I am publisher and editor of the Lithuanian edition of *The World in...* for more than ten years. Many fantastic, unreal and even crazy things happened during these years in the world. But the cooperation with *The Economist* and the work with its team always were smooth and calm.

—
Ovidijus Lukosius, *IQ*, Lithuania

“ Working with members of Syndication and Licensing team at *The Economist* is always a pleasure because of their professionalism, punctuality and flexibility. I'm always confident that I get detailed answers on any question at every stage of our cooperation.

—
Anna Pavlenko, *NV*, Ukraine