

# Digital Rate Card 2023

The Economist Group is a world-renowned multinational media company that inspires and connects the most influential audiences across the globe.

# Why The Economist Group?

# Daily Sponsorship

Homepage takeover - delivers maximum impact for your brand, are 100% SOV over the duration of one day. Homepage + Weekly Edition (WE) section page takeover - offers an added layer to enhance the daily takeover.

Homepage + WE + Leaders takeover - offers an added layer to complete the daily takeover

	WW	NA	UK	CE	MEA	APAC	LA	TE
<b>Homepage <sup>PG</sup></b>	£21,000	£8,000	£1,900	£5,200	£650	£3,900	£1,300	£7,100
<b>Homepage + Weekly Edition Section Front <sup>PG</sup></b>	£25,500	£9,450	£2,200	£6,000	£750	£4,650	£1,500	£8,200
<b>Homepage + Weekly Edition Section Front + Leaders <sup>PG</sup></b>	£34,150	£13,250	£3,250	£8,050	£1,100	£6,500	£2,050	£11,300

Leaders, United States, and The World This Week takeovers - target all of our recent content across the most relevant topics and regions at 100% SOV over the duration of one day.

<b>Leaders Section <sup>PG</sup></b>	£9,350	£3,900	£1,000	£1,950	£300	£1,750	£450	£2,950
<b>United States Section <sup>PG</sup></b>	£6,100	£3,600	£550	£950	£100	£750	£200	£1,500
<b>The World This Week <sup>PG</sup></b>	£24,500	£10,350	£3,150	£4,650	£850	£4,450	£1,000	£7,800

Target our most recent Business, Finance & Economics, and Science & Technology content at 100% SOV over the duration of one day.

<b>Business and Finance &amp; Economics Section <sup>PG</sup></b>	£14,700	£5,850	£1,650	£3,050	£550	£2,850	£750	£4,700
<b>Science &amp; Technology Section <sup>PG</sup></b>	£2,050	£850	£200	£450	£100	£350	£100	£650

First impressions offers 100% SOV on the first visit of a reader anywhere on site for the duration of the day.

<b>First Impression Run of Audience <sup>PG</sup></b>	£37,850	£15,750	£4,100	£8,150	£1,300	£6,650	£1,950	£12,250
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*PG: Available as Programmatic Guaranteed*

*NB: All rates are based with no viewability guarantee. For viewability specific rates please reach out to your media strategist*

*Accepted ad sizes: 970x250, 300x250, 300x600*

# Weekly Sponsorship

Special report & Technology Quarterly takeovers allow you to specifically target relevant editorial subjects pertaining to that week's Special Report, or that quarter's Technology Quarterly report. Each Special Report and Tech Quarterly report consists of a series of insightful articles and in-depth analysis, with your brand delivering advertising across all articles.

Weekly Edition section page allows you to have your brand messaging at 100% SOV on our weekly edition section page

1843 section & article pages allows you to have your brand messaging at 100% SOV across all 1843 content.

	WW	NA	UK	CE	MEA	APAC	LA	TE
Special report package <sup>PG</sup>	£32,150	£10,950	£3,900	£8,350	£1,000	£6,300	£1,650	£12,250
Weekly Edition Section Front Takeover <sup>PG</sup>	£26,950	£9,700	£2,700	£6,200	£850	£5,650	£1,850	£8,900
1843 Content Takeover <sup>PG</sup>	£33,900	£12,150	£4,100	£8,800	£1,850	£4,100	£2,950	£12,900

*PG: Available as Programmatic Guaranteed*

*NB: All rates are based with no viewability guarantee. For viewability specific rates please reach out to your media strategist*

*Accepted ad sizes: 970×250, 300×250, 300×600*

# Monthly Sponsorship

The World If takeover - targets all content within the World IF section at 100% SOV for a minimum of 1 month.

The World Ahead takeover - targets all content within the World Ahead section at 100% SOV for a minimum of 1 month.

	WW	NA	UK	CE	MEA	APAC	LA	TE
<b>The World IF (Jul) <sup>PG</sup></b>	£65,000	£24,650	£9,250	£10,800	£1,850	£14,800	£3,500	£20,050
<b>The World Ahead (Nov - Dec) <sup>PG</sup></b>	£319,550	£102,500	£35,100	£70,500	£16,050	£70,600	£24,850	£105,600
<b>The World Ahead (Jan - Mar) <sup>PG</sup></b>	£228,300	£82,450	£42,200	£40,200	£9,750	£39,050	£14,750	£82,400

*PG: Available as Programmatic Guaranteed*

*NB: All rates are based with no viewability guarantee. For viewability specific rates please reach out to your media strategist*

*Accepted ad sizes: 970x250, 300x250, 300x600*

# Premium Economist.com

# Run of Economist.com

Reach the Economist audience across all areas of Economist.com

	WW	NA	UK	CE	MEA	APAC	LA	TE
<b>300×250</b> <sup>PG</sup>	£34	£41	£48	£45	£34	£45	£34	£46
<b>300×600</b> <sup>PG</sup>	£49	£61	£70	£65	£49	£65	£49	£68
<b>970×250</b> <sup>PG</sup>	£52	£65	£74	£70	£52	£70	£52	£72
<b>In Content Video :15</b> **	£0.45	£0.45	£0.45	£0.45	£0.45	£0.45	£0.45	£0.45
<b>Fullpage Synced Ads</b>	£135	£169	£193	£180	£135	£180	£135	£186

\*\* In-content video is priced on a cost per completed view (CPCV) and serves on Articles Pages only. A completed view is considered at 15 seconds.

PG: Available as Programmatic Guaranteed

NB: All rates are based with no viewability guarantee. For viewability specific rates please reach out to your media strategist

# Contextual

Available packages include:

- Focus packages: Business & Management, Thought Leadership, Technology & Innovation, and Travel & Lifestyle
- Section packages: Weekly Edition, Leaders, and The World This Week
- Daily content packages: daily content promoted from our flag ship newsletter/s
- Keyword targeting: target custom or premade keyword segments to the most relevant content

	WW	NA	UK	CE	MEA	APAC	LA	TE
<b>300x250</b> <sup>PG</sup>	£35	£44	£50	£47	£35	£47	£35	£49
<b>300x600</b> <sup>PG</sup>	£51	£64	£73	£69	£51	£69	£51	£71
<b>970x250</b> <sup>PG</sup>	£54	£69	£78	£73	£54	£73	£54	£75
<b>In Content Video :15</b> **	£0.55	£0.55	£0.55	£0.55	£0.55	£0.55	£0.55	£0.55
<b>Fullpage Synced Ads</b>	£142	£178	£203	£190	£142	£190	£142	£196

\*\* In-content video is priced on a cost per completed view (CPCV) and serves on Articles Pages only. A completed view is considered at 15 seconds.

PG: Available as Programmatic Guaranteed

NB: All rates are based with no viewability guarantee. For viewability specific rates please reach out to your media strategist



# Audience

Reach your target audience across Economist.com leveraging 1st party behavioral data (Business Leaders, Thought Leaders, Economist Subscribers) or overlay 3rd party data (Business Decision Makers, C-Suite, etc...) or both

	WW	NA	UK	CE	MEA	APAC	LA	TE
300x250 <sup>PG</sup>	£39	£49	£56	£52	£39	£52	£39	£54
300x600 <sup>PG</sup>	£57	£71	£82	£76	£57	£76	£57	£78
970x250 <sup>PG</sup>	£61	£76	£87	£81	£61	£81	£61	£84
In Content Video :15 **	£0.65	£0.65	£0.65	£0.65	£0.65	£0.65	£0.65	£0.65
Fullpage Synced Ads	£158	£197	£225	£210	£158	£210	£158	£218

\*\* In-content video is priced on a cost per completed view (CPCV) and serves on Articles Pages only. A completed view is considered at 15 seconds.

PG: Available as Programmatic Guaranteed

NB: All rates are based with no viewability guarantee. For viewability specific rates please reach out to your media strategist

# Premium Extension

# Audience Extension

Audience Extension enables the campaign to deliver sequential messaging, unify engagement with your target across a fragmented web, add scale to the campaign, and maximize the reach of the custom assets, driving more potential leads back to the client. Minimum 60% Viewability

	WW	NA	UK	CE	MEA	APAC	LA	TE
<b>All positions &amp; devices</b>								
728×90 / 300×250 / 300×600 / 970×250	£10	£11	£15	£14	£14	£14	£10	£10
Pre-roll	£24	£24	£24	£24	£24	£24	£24	£24
<b>Minimum 60% viewability guarantee (Utilizing Google Active View)</b>								
728×90 / 300×250 / 300×600 / 970×250	£15	£16	£20	£19	£19	£19	£15	£15
Pre-roll	£29	£29	£29	£29	£29	£29	£29	£29
<b>CPC: All positions &amp; devices (Run of Web)</b>								
728×90 / 300×250 / 300×600 / 970×250	£2	£2	£2	£2	£2	£2	£2	£2
<b>CPC: All positions &amp; devices (Audience)</b>								
728×90 / 300×250 / 300×600 / 970×250	£3	£3	£3	£3	£3	£3	£3	£3

# Social

The Instagram Stories feature allows users and brands to share content to followers for 24 hours and this story appears prominently at the top of the app before the newsfeed. Currently our most popular story is the Weekend Reads, featuring six of the most important stories of the week. This story sequence goes live on Sunday morning and stays live in the story feed for 24 hours. Users can also navigate to our page and click on the icon to view. The story will move to our highlights reel for one week (until the new story is posted). These stories perform well with a 60% completion rate.

	WW	US	UK	EMEA
Instagram Stories - Weekend Reads	£8,715			
<i>Economist Films video content   Video is tweeted by @TheEconomist   Tweet is sponsored by client and :06 pre-roll ad plays before our content.</i>				
Bronze - 4 video clips   2.5M views		£58,824	£58,824	£48,442
Silver - 6 video clips   3M views		£70,588	£70,588	£62,284
Gold - 8 video clips   3.75M views		£88,235	£88,235	£76,125

# Premium Audio

# Run of Economist Radio

In a multiplatform landscape, many readers are now also listeners. Reach Economist listeners via Economist Radio. Content is available for streaming or downloaded via Apple and Google podcasts. New episodes are published daily with The Intelligence (M-F) and Babbage, Money Talks, Economist Asks, Checks & Balance and Editor's Picks once a week.

	WW	US	CA	UK	EMEA	APAC	AFRICA
<i>Cost per thousand listens</i>							
<b>Airtime - (Run of all podcasts) * pmp/pg</b>	£25	N/A	N/A	£25	£25	N/A	£25

PMP/PG: Available as PMP or Programmatic Guaranteed through Acast Automated

# Weekly Economist Radio Sponsorship

In a multiplatform landscape, many readers are now also listeners. Reach Economist listeners via Economist Radio. Content is available for streaming or downloaded via Apple and Google podcasts. New episodes are published daily with The Intelligence (M-F) and Babbage, Money Talks, Economist Asks, Checks & Balance and Editor's Picks once a week.

	WW	US	CA	UK	EMEA	APAC
<b>Pre-Roll/Mid-Roll/Post-Roll Sponsorship (prices per single position)</b>						
<b>The Intelligence - (Daily - Monday-Friday)</b>	£108,175	£50,185	£10,245	£16,640	£36,085	£32,280
<b>Money Talks - (Weekly - Tuesday)</b>	£18,685	£8,665	£1,780	£2,300	£5,600	£5,580
<b>Babbage - (Weekly - Wednesday)</b>	£16,390	£6,775	£1,370	£2,000	£4,850	£4,685
<b>Editor's Picks - (Weekly - Friday)</b>	£16,240	£7,440	£1,485	£1,910	£4,860	£5,030
<b>The Economist asks - (Weekly - Thursday)</b>	£16,880	£7,380	£1,465	£2,050	£5,120	£4,635
<b>Checks and Balance - (Weekly - Friday)</b>	£15,750	£8,770	£1,585	£1,785	£4,480	£5,070
<b>The World Ahead podcasts</b>						
<b>Pre/Mid-Roll Sponsorship (100% SoV) - 8 episodes</b>	£202,715	£72,330	£13,775	£23,300	£60,115	£53,510
<b>Pre/Mid-Roll Sponsorship (100% SoV) - 4 episodes</b>	£101,360	£36,165	£6,890	£11,650	£30,060	£26,755

# Premium App



# Weekly Sponsorship

Our new app was designed with an audience first focus and with the intention of making the best of our journalism easily discoverable. Users are kept informed throughout their day, can read articles, listen to the audio edition and our daily podcast. The weekly section, updated each Thursday, includes our print edition as well as an archive of previous editions. Weekly sponsorship offers 100% SOV over the duration of one week.

Today (inclusive of Espresso Morning Briefing) takeover serve an MPU (300x250) on all mobile devices (Android and Apple). The Weekly Edition First Swipe serves a full page interstitial ad on a user's first action within the weekly edition.

	WW	NA	UK	CE	MEA	APAC	LA	TE
Today (300x250)	£100,555	£43,150	£16,665	£21,945	£2,130	£13,890	£2,685	£38,610
Weekly Edition First Swipe (Full Page Interstitial)*	£17,155	£6,535	£2,450	£4,900	£330	£2,450	£490	£7,150

# Premium Newsletter

# Weekly Sponsorship

The Economist Today newsletter features the best of our journalism, handpicked each day. A selection of snippets from 5-7 articles are featured that encourage the audience to click through to read the full version.

Our custom advertising format is designed to engage our audience with relevant content from our brand partners. A sponsored content unit will be integrated into our newsletter in between our editorial stories.

	WW	NA	UK	CE	MEA	APAC	LA	TE
The Economist Today	£163,295	£73,700	£24,745	£29,320	£6,595	£18,795	£10,140	£54,065

The Economist This Week newsletter is a smart guide to the upcoming new edition. Featuring a note from our editor-in-chief Zanny Minton Beddoes, it is her selection of must read articles.

Our custom advertising format is designed to engage our audience with relevant content from our brand partners. A sponsored content unit will be integrated into our newsletter in between our editorial stories.

The Economist This Week	£46,055	£19,435	£6,665	£9,585	£2,050	£5,445	£1,740	£16,250
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# Contacts

	Name	Phone	E-Mail
<b>CEMEA + UK</b>			
<b>UK Sales</b>	Hannah Last	+44 (0) 20 7576 8087	<a href="mailto:hannahlast@economist.com">hannahlast@economist.com</a>
<b>CEMEA Sales</b>	Louis deFouchier	+33 (0) 1 53 93 66 02	<a href="mailto:louisdefouchier@economist.com">louisdefouchier@economist.com</a>
<b>Media + Careers Sales</b>	Philip Wrigley	+44 (0) 20 7576 8091	<a href="mailto:philipwrigley@economist.com">philipwrigley@economist.com</a>
<b>North America</b>			
<b>East Coast Sales</b>	Chris Shedd	+1 (212) 698 9798	<a href="mailto:chrishedd@economist.com">chrishedd@economist.com</a>
<b>Mid / West Coast Sales</b>	Kay Westmoreland	+1 (415) 343 2301	<a href="mailto:kaywestmoreland@economist.com">kaywestmoreland@economist.com</a>
<b>Media + Careers Sales</b>	Richard Dexter	+1 (212) 554 0662	<a href="mailto:richarddexter@economist.com">richarddexter@economist.com</a>
<b>The World IF &amp; The World IN</b>	Victor Bonavita	+1 (212) 554 0636	<a href="mailto:victorbonavita@economist.com">victorbonavita@economist.com</a>
<b>APAC</b>			
<b>All Queries</b>	Inez Albert		<a href="mailto:inezalbert@economist.com">inezalbert@economist.com</a>

# **The Economist Group**

Digital Advertising Specifications 2022

# Digital Creative Guidelines

	Ad Format	Size	File Type	JPG/GIF file size	Initial Load	Max Load Video	Creative Animation	Desktop	Mobile / Web	Mobile AMP	Mobile APP	Audio	In - Banner Video	Additional Information
Advertising Ad Formats	Billboard	970×250	JPG/GIF/ 3rd Party Ad Tag / HTML5	75-100KB	200KB	1MB	30 Seconds/3 Loops Max	Y	N	N	N	Audio allowed, must be user initiated. Audio to not exceed -12db	Must be 3rd party Ad Served. Video must be on auto mute. Must contain volume, play and pause button.	All assets must include a 1 pixel black border  A maximum of 5 creatives per rotation  All assets must be delivered 5 working days for internal testing / client approvals
	Leaderboard	728×90	JPG/GIF/ 3rd Party Ad Tag / HTML5	75-100KB	200KB	1MB	30 Seconds/3 Loops Max	Y	N	N	N			
	MPU	300×250	JPG/GIF/ 3rd Party Ad Tag / HTML5	75-100KB	200KB	1MB	30 Seconds/3 Loops Max	Y	Y	Y	Y			
	DMPU	300×600	JPG/GIF/ 3rd Party Ad Tag / HTML5	75-100KB	200KB	1MB	30 Seconds/3 Loops Max	Y	N	N	N			
	HTML5	970×250, 728×90, 300×250, 300×600	Zip file bundle with HTML & JPG	HTML	200KB	1MB	30 Seconds/3 Loops Max	Y	Y	Y	Y	N	N	<a href="#">Link</a>

# Digital Creative Guidelines

	Ad Format	Size	File Type	JPG/GIF file size	Initial Load	Max Load Video	Creative Animation	Desktop	Mobile / Web	Mobile AMP	Mobile APP	Audio	In - Banner Video	Additional Information
<b>Advertising Ad Formats</b>	Mobile Interscroller	Device Responsive	3rd party - Celtra Ad Tag	75-100KB Backup Image	200KB	2MB	15 Seconds	N	Y	N	N	Audio allowed, must be user initiated. Audio to not exceed -12db	Must be 3rd party Ad Served. Video must be on auto mute. Must contain volume, play and pause button.	All assets must include a 1 pixel black border  A maximum of 5 creatives per rotation  All assets must be delivered 5 working days for internal testing / client approvals
	Mobile Interscroller Internal - production build	Device Responsive 768 x 1230	Video 9:16 / 16:9 Images & Logos 1x1 URL Trackers PSD files (layered)	JPG, PNG, MP4	NA	40MB	15 Seconds	N	Y	N	N			
	Mobile - Audience Extension	300x50	JPG/GIF/ 3rd Party Ad Tag / HTML5 / MRAID	75-100KB	200KB	1MB	30 Seconds/3 Loops Max	N	Y	Y	Y			
	Mobile - Audience Extension	320x50	JPG/GIF/ 3rd Party Ad Tag / HTML5 / MRAID	75-100KB	200KB	1MB	30 Seconds/3 Loops Max	N	Y	Y	Y			
	Mobile - Audience Extension	320x480	JPG/GIF/ 3rd Party Ad Tag / HTML5 / MRAID	75-100KB	200KB	1MB	30 Seconds/3 Loops Max	N	Y	Y	Y			

# Digital Creative Guidelines

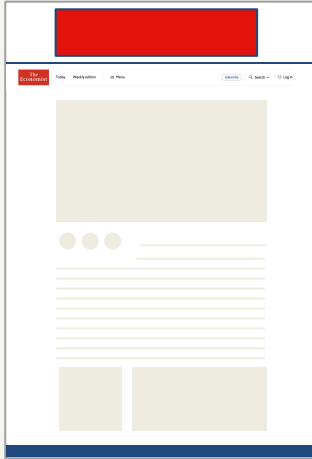
	Ad Format	Size	File Type	JPG/GIF file size	Initial Load	Max Load Video	Creative Animation	Desktop	Mobile / Web	Mobile AMP
<b>Video</b>	In-Content Video	Video Resolution 1920x1080 Ratio 16:9 / 4:3 Max Bitrate - 768kbps Recommended coded: H.264	MP4 VAST 2.0 & 3.0 accepted	NA	NA	30 MB	15 & 30 Seconds	Y	Y	N
<b>Newsletter</b>	Newsletter Sponsorship	Max Character 100 including spaces  CTA - 16 characters max (including spaces) Option to choose between Read more, Learn more, Discover more and Sign up  Logo PNG transparent background - max height 32px  JPG Image 16:9: max Resolution max 300dpi  The filename should be formatted as: companyname_image.jpg  Only text may be overlaid on the image  The text should not cover more than 20% of the image  The image should not include additional logos or brand-marks  The image should not include buttons or call-to-actions	Image and Text	JPG / PNG 250KB	NA	NA	Static Image no animation	Y	Y	N



# Digital Creative Guidelines

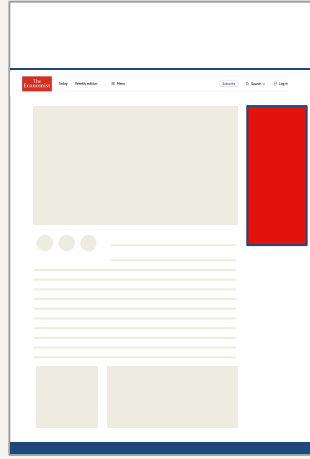
	Ad Format	File Type	Creative Animation	Desktop	Mobile	Mobile AMP	Mobile APP's	Audio	In - Banner video	Additional Information
Podcast	Audio Pre, Mid & Post roll	MP3 (at least 192 Kbps) 44 100 kHz	Audio 30 seconds							Approved Impression Vendors;  (DoubleClick Manager, Podtrac, Adition, Sizmek)  72 hours / 3 days prior launch
		Allowed dB levels: Min -9dB / Max -6dB (50% of maximum output)  PNG Companion Banner 640 × 640	Static Companion Banner Image	Y	Y	N	Y	Y	N	
Instagram Reads	Image or Video	Dimensions are 1080×1920 with a 9:16 aspect ratio (Please leave 280px on the top and bottom as a safe zone. This is where our team will overlay features listed above.) Landing page URL (for swipe up link)  provide their @ handle	30 Seconds	N	Y	N	Y	Y	Y	1 week prior to launch

# Desktop - Standard Placements



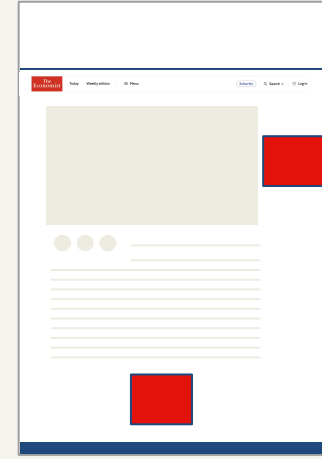
## Billboard

Appears at the top of the page on Economist.com



## DMPU

Appears on the right hand rail on Economist.com



## MPU

Appears on the right hand rail and within the content Economist.com

# Mobile - Standard Placements



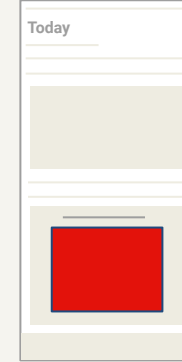
## Interscroller

Full page Advertising creative.  
Full user interaction and  
engagement upon scrolling



## DMPU

Appears within the  
content Economist.com



## MPU

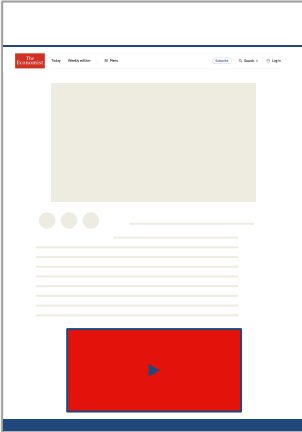
Appears across  
Economist App

# Video - Placements



**Mobile**

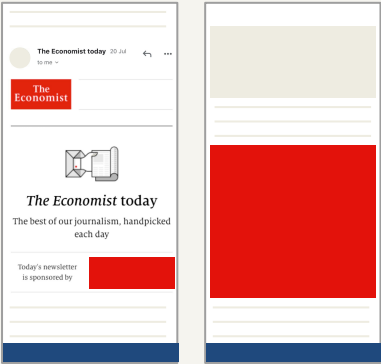
Appears within the content  
Economist.com



**Desktop**

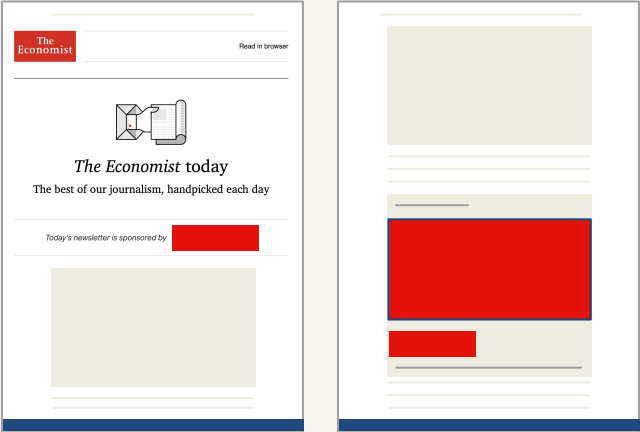
Appears within the content  
Economist.com

# Video - Placements



### Mobile Newsletter

Sponsorship to Email Opt-in users. Advertisements will be displayed top of the content and within the content



### Desktop Newsletter

Sponsorship to Email Opt-in users. Advertisements will be displayed top of the content and within the content

# App Interstitial Specs

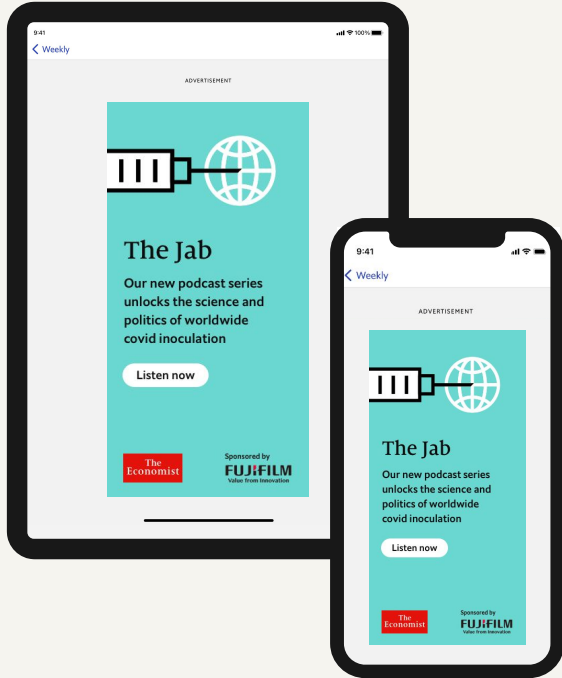
## Overview of Specifications:

Interstitials in the new app have been designed to offer both convenience and control for advertisers, depending on the creative resource at their disposal.

With this in mind, there are four different ways to supply creatives for in-app interstitials:

- DMPU Interstitials - interstitials supplied as digital DMPU (300×600) images/tags.
- Full-screen Interstitials - interstitials built as fixed size images/tags using custom specs, designed to display as high-impact, full-size ads across all screens
- Responsive Interstitials - interstitials built as responsive HTML5 builds or third party ad tags that can adapt to fill the ad slot on any screen size

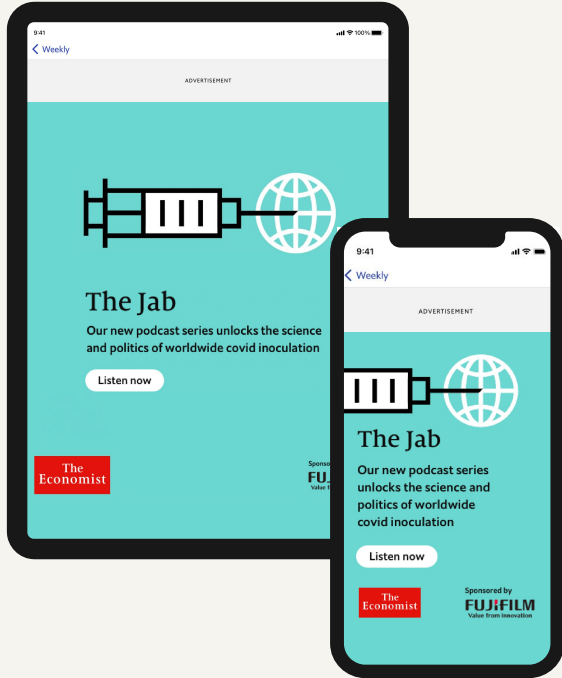




# DMPU Interstitials

## Requirements & Specifications

- Identical to web DMPU (300×600) ad specification
- Size: 300×600
- File Type: JPG / GIF / 3rd Party Ad Tag / HTML5
- JPG/GIF file size: 75-100KB
- Ad Tag Initial Load: 200KB
- Max Load (Video): 1MB
- Creative Animation: 30 Seconds / 3 Loops Max
- Audio: Audio allowed, must be user initiated. Audio to not exceed -12db
- In-Banner Video: Must be 3rd party Ad Served. Video must be on auto mute. Must contain volume, play and pause button.
- Additional Information: Double-density (600×1200) assets are accepted. All assets must be delivered 5 working days for internal testing / client approvals



# Full-screen Interstitials

## Requirements & Specifications

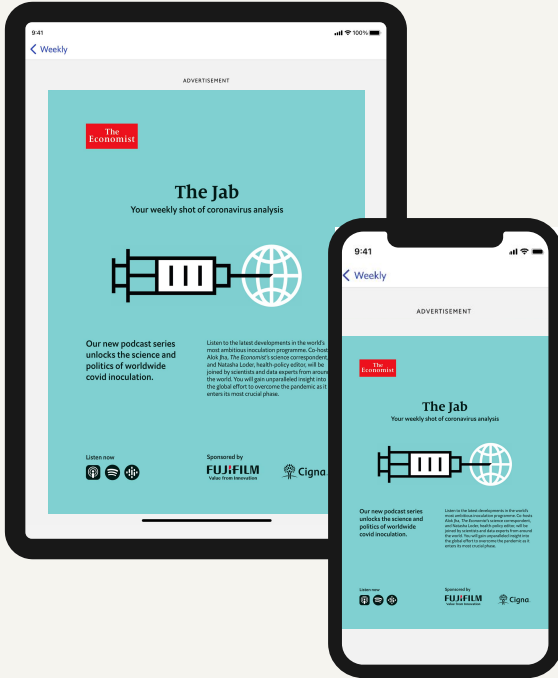
- Sizes: Custom - mobile portrait, tablet portrait & tablet landscape templates provided upon request
- File Type: JPG / 3rd Party Ad Tag / HTML5
- JPG file size: 250KB
- Ad Tag Initial Load: 250KB
- Max Load (Video): 1MB
- Creative Animation: 30 Seconds / 3 Loops Max
- Audio: Audio allowed, must be user initiated. Audio to not exceed -12db
- In-Banner Video: Must be 3rd party Ad Served. Video must be on auto mute. Must contain volume, play and pause button.
- Additional Information: All assets must be delivered 5 working days for internal testing / client approvals



# Responsive Interstitials

## Requirements & Specifications

If you are interested in building responsive ad tag/HTML5 interstitials in the Economist app, please reach out to us so that we can provide additional information and build guidance.



# Thank you

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