

Rate card 2024

**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. 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 171,000

Print premium

Outside back cover 222,500
Inside front cover spread 367,700
Double-page spread 306,000

Weekly Edition - digital

First Swipe 88,000

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 2024

The Economist Newspaper and weekly apps

**ECONOMIST
IMPACT**

Worldwide excluding the Americas

USD Gross

Print with digital

| | |
|-----------------------|---------|
| Page facing editorial | 127,200 |
|-----------------------|---------|

Print premium

| | |
|--------------------|---------|
| Outside back cover | 165,800 |
|--------------------|---------|

| | |
|--------------------|---------|
| Double-page spread | 212,200 |
|--------------------|---------|

Weekly Edition - digital

| | |
|-------------|--------|
| First Swipe | 55,600 |
|-------------|--------|

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 2024

The Economist Newspaper and weekly apps

**ECONOMIST
IMPACT**

EMEA

USD Gross

Display

Advertising

| | |
|-----------------------|--------|
| Page facing editorial | 98,900 |
|-----------------------|--------|

Print premium

| | |
|--------------------|---------|
| Outside back cover | 128,750 |
|--------------------|---------|

| | |
|--------------------|---------|
| Double-page spread | 164,800 |
|--------------------|---------|

Weekly Edition - digital

| | |
|-------------|--------|
| First Swipe | 37,000 |
|-------------|--------|

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 2024

The Economist Newspaper and weekly apps

**ECONOMIST
IMPACT**

UK and Continental Europe

USD Gross

Display

Advertising

Print with digital

Page facing editorial 92,700

Print premium

Outside back cover 120,500

Double-page spread 154,500

Weekly Edition - digital

First Swipe 34,500

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 2024

The Economist Newspaper and weekly apps

**ECONOMIST
IMPACT**

United Kingdom

USD Gross

Display

Advertising

Print with digital

Page facing editorial 40,900

Print premium

Outside back cover 53,200

Double-page spread 68,300

Weekly Edition - digital

First Swipe 14,900

London only

Print with digital

Page facing editorial 23,900

Print premium

Double-page spread 39,750

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 2024

The Economist Newspaper and weekly apps

**ECONOMIST
IMPACT**

Continental Europe

USD Gross

Display

Advertising

Print with digital

Page facing editorial 53,600

Print premium

Outside back cover 69,500

Double-page spread 89,200

Weekly Edition - digital

First Swipe 19,400

Financial centres, Continental Europe

Print with digital

Page facing editorial 26,800

Print premium

Double-page spread 33,700

Travel hub cities, Continental Europe

Print with digital

Page facing editorial 34,200

Print premium

Double-page spread 56,900

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 2024

The Economist Newspaper and weekly apps

**ECONOMIST
IMPACT**

Middle East and Africa

USD Gross

Display

Advertising

Print with digital

Page facing editorial 14900

Print premium

Double-page spread 26300

Weekly Edition - digital

First Swipe 2700

Middle East only or Africa only

Print with digital

Page facing editorial 9000

Print premium

Double-page spread 14900

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 2024

The Economist Newspaper and weekly apps

**ECONOMIST
IMPACT**

The Americas

USD Gross

Display

Advertising

Print with digital

| | |
|-----------------------|--------|
| Page facing editorial | 62,800 |
|-----------------------|--------|

Print premium

| | |
|--------------------|--------|
| Outside back cover | 81,400 |
|--------------------|--------|

| | |
|--------------------|---------|
| Double-page spread | 125,700 |
|--------------------|---------|

Weekly Edition - digital

| | |
|-------------|--------|
| First Swipe | 32,700 |
|-------------|--------|

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 2024

The Americas sub-editions

The Economist Newspaper and weekly apps

ECONOMIST
IMPACT

Northeast**USD Gross****Print**

| | |
|-----------------------|--------|
| Page facing editorial | 32,000 |
|-----------------------|--------|

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 and Westcoast**Print**

| | |
|-----------------------|--------|
| Page facing editorial | 32,000 |
|-----------------------|--------|

This includes the following states: AK, AR, AZ, CA, CO, HI, ID, IA, IL, IN, KS, KY, LA, MI, MN, MO, MS, MT, ND,

NE, NV, OH, OK, OR, SD, UT, TN, TX, WA, WI, WY, Guam and Puerto Rico.

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

Canada only**Print with digital**

| | |
|-----------------------|-------|
| Page facing editorial | 7,800 |
|-----------------------|-------|

Print premium

| | |
|--------------------|--------|
| Double-page spread | 15,500 |
|--------------------|--------|

We cannot offer position guarantees for 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 2024

The Economist Newspaper and weekly apps

**ECONOMIST
IMPACT**

Asia / Pacific

USD Gross

Display

Advertising

Print with digital

| | |
|-----------------------|--------|
| Page facing editorial | 24,700 |
|-----------------------|--------|

Print premium

| | |
|--------------------|--------|
| Outside back cover | 31,900 |
|--------------------|--------|

| | |
|--------------------|--------|
| Double-page spread | 40,800 |
|--------------------|--------|

Weekly Edition - digital

| | |
|-------------|--------|
| First Swipe | 14,900 |
|-------------|--------|

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 2024

The Economist Newspaper and weekly apps

**ECONOMIST
IMPACT**

Asia only

USD Gross

Display

Advertising

Print with digital

Page facing editorial 21,600

Print premium

Double-page spread 36,000

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

Print with digital

Page facing editorial 7,200

Print premium

Double-page spread 12,400

Hong Kong only or Singapore only

Print with digital

Page facing editorial 6,800

Print premium

Double-page spread 11,300

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 2024

Pacific regional editions

The Economist Newspaper and weekly apps



Australia & New Zealand

| USD Gross | |
|-------------|--|
| Display | |
| Advertising | |

Print with digital

| | |
|-----------------------|-------|
| Page facing editorial | 6,400 |
|-----------------------|-------|

Print premium

| | |
|--------------------|--------|
| Double-page spread | 10,700 |
|--------------------|--------|

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 2024