

# **Digital Rate Card 2025 - GBP NET**

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

# Economist.com

# Premium Sponsorships

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.

	WW	NA	UK	CE	MEA	APAC	LA	TE
<b>Homepage <sup>PG</sup></b>	£17,845	£8,820	£1,390	£3,545	£420	£2,780	£975	£4,935

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>	£11,180	£5,415	£835	£1,880	£280	£2,155	£630	£2,715
<b>Science &amp; Technology Section <sup>PG</sup></b>	£2,915	£1,460	£210	£490	£100	£555	£150	£695

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>	£29,510	£14,375	£2,360	£5,210	£765	£5,000	£1,880	£7,570
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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*

*NB: All rates are subject to change based on seasonality and volume estimates*

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

*For Limited Series (The World Ahead), Special Reports or custom contextual sponsorship opportunities please consult your Economist Impact sales representative for pricing and details*

# Run of Economist.com

Reach the Economist audience across all areas of Economist.com

	Global	Regional
300×250 <sup>PG</sup>	£27.65	£33.20
300×600 <sup>PG</sup>	£40.20	£48.25
Mobile Interscroller <sup>PG</sup>	£40.20	£48.25
970×250 <sup>PG</sup>	£42.75	£56.40
Responsive Ad <sup>PG</sup>	£47.00	£74.70
In Content Video :15 **	£0.38	£0.46
Fullpage Synced Ads	£111.10	£133.30

\*\* 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

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# 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

	Global	Regional
<b>300x250</b> <sup>PG</sup>	£29.10	£34.90
<b>300x600</b> <sup>PG</sup>	£42.20	£50.60
<b>Mobile Interscroller</b> <sup>PG</sup>	£42.20	£50.60
<b>970x250</b> <sup>PG</sup>	£45.20	£54.20
<b>Responsive Ad</b> <sup>PG</sup>	£49.70	£59.65
<b>In Content Video :15</b> **	£0.41	£0.49
<b>Fullpage Synced Ads</b>	£117.15	£140.55

\*\* 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

NB: All rates are subject to change based on seasonality and volume estimates

# 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

	Global	Regional
300x250 <sup>PG</sup>	£32.20	£38.65
300x600 <sup>PG</sup>	£47.25	£56.70
Mobile Interscroller <sup>PG</sup>	£47.25	£56.70
970x250 <sup>PG</sup>	£50.30	£60.35
Responsive Ad <sup>PG</sup>	£55.30	£66.35
In Content Video :15 **	£0.49	£0.59
Fullpage Synced Ads	£130.20	£156.25

\*\* 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

NB: All rates are subject to change based on seasonality and volume estimates

# App

# App Opportunities

The Economist app delivers our award-winning journalism in a user-friendly format that resonates with our global influential audience, and is a cornerstone of our digital strategy. The Economist app is the #1 platform (vs other digital platforms) used by subscribers, who have "opted in" and downloaded the app onto their mobile devices

	Global	Regional
Run of App - 300x250	£43.20	£46.80
Contextual - 300x250	£46.80	£50.60
Behavioural Audience - 300x250	£50.60	£54.40
Interscroller **	£70.25	£77.80

*\*\*Interscroller minimum booking requirements apply, minimum 1 week run time with 20% SOV of inventory goal*

*NB: All rates are subject to change based on seasonality and volume estimates*

*App sectional takeovers and custom The World In Brief sponsorship opportunities available, please consult your Economist Impact sales representative for pricing and details*



# Newsletter

# Flagship Newsletters

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 (Daily)	£18,490	£8,325	£2,060	£2,775	£740	£2,220	£1,110	£6,105
The Economist Today (Weekly)	£92,445	£41,610	£13,880	£16,655	£3,700	£11,100	£5,550	£30,530

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 (Weekly)	£50,210	£22,600	£7,525	£9,035	£1,995	£6,015	£3,015	£16,555
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*NB: All rates are subject to change based on seasonality and volume estimates*

# Subscriber Newsletters

A Selection of our best franchise, topical and geo-focused subscriber only newsletters

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.

	<b>The World in Brief</b> 5 sends weekly	<b>The Extraordinary Story</b> 4 sends monthly	<b>Cover Story</b> 4 sends monthly	<b>Money Talks</b> 4 sends monthly	<b>The Bottom Line</b> 4 sends monthly	<b>Simply Science</b> 4 sends monthly	<b>Blighty</b> 4 sends monthly
<b>WW</b>	£113,080	£15,255	£14,880	£11,480	£9,065	£12,540	£4,305

	<b>The Climate Issue</b> 2 sends monthly	<b>Off the Charts</b> 4 sends monthly	<b>Plot Twist</b> 4 sends monthly	<b>Checks and Balances</b> 4 sends monthly	<b>The War Room</b> 4 sends monthly	<b>Drum Tower</b> 4 sends monthly	<b>India Essential</b> 4 sends monthly	<b>Cafe Europa</b> 4 sends monthly
<b>WW</b>	£5,360	£7,705	£4,685	£9,155	£4,925	£4,985	£2,055	£3,175

*For new newsletter opportunities please consult your Economist Impact sales representative for pricing and details*

*NB: All rates are subject to change based on seasonality and volume estimates*

# Audio

# Audio

In a multiplatform landscape, many readers are now also listeners. Content is available for streaming or downloaded via Apple and Google podcasts. New episodes are published daily with The Intelligence (M-F).

	WW	NA	UK	EMEA	APAC
Airtime CPM - (The Intelligence)	£21.25	£21.25	£21.25	£21.25	£21.25
Sponsorship - (The Intelligence) Weekly	£50,875	£24,100	£6,890	£8,800	£9,945

*To advertise on limited Economist podcast series, or sponsor one of our subscriber only podcasts, please contact your Economist Impact sales representative for pricing and details*

*NB: All rates are subject to change based on seasonality and volume estimates*

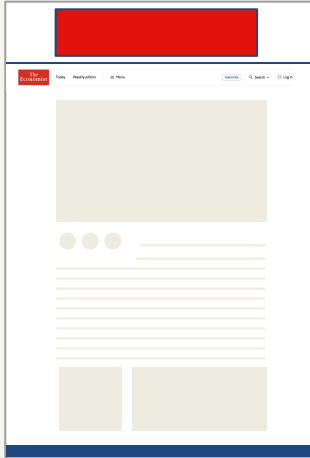
# Contacts

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<b>APAC</b>			
<b>APAC Sales</b>	Jons Pette		<a href="mailto:jonspette@economist.com">jonspette@economist.com</a>

# **The Economist Group**

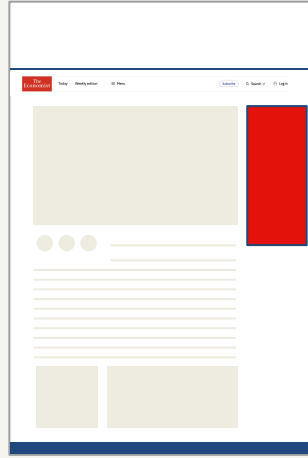
Digital Advertising Specifications 2024

# Desktop - Standard Placements



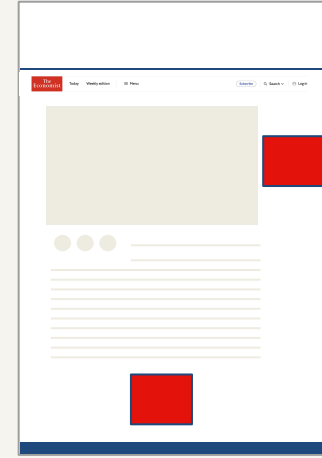
## Billboard

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

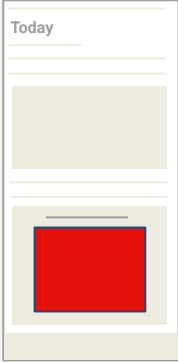


# Mobile - Standard Placements



**Interscroller**

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



**MPU**

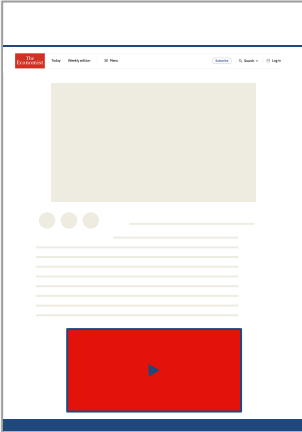
Appears across  
Economist App

# Video - Placements



**Mobile**

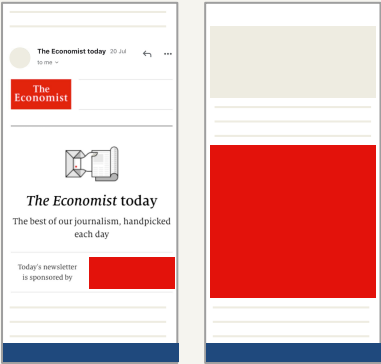
Appears within the content  
Economist.com



**Desktop**

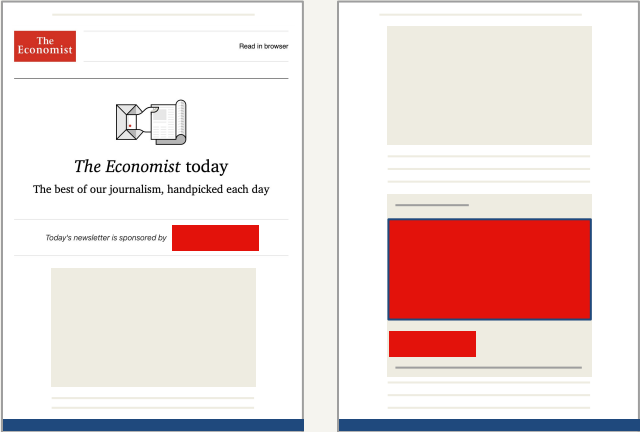
Appears within the content  
Economist.com

# 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

# Thank you

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