

# Rate card 2025

**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 Net

#### 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

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## Worldwide

### USD Net

Display  
Advertising

#### Print with digital

Page facing editorial 145,400

#### Print premium

Outside back cover 189,100  
 Inside front cover spread 312,500  
 Double-page spread 260,100

#### Weekly Edition - digital

First Swipe - Please refer to the digital rate card

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**Print-only rates and volume discounts available on request**

**10% premium for guaranteed positions**

**All rates are net, subject to local taxes.**

**Rates are valid until 31 December 2025**

# The Economist Newspaper and weekly apps

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## Worldwide excluding the Americas

### USD Net

#### Print with digital

Page facing editorial	108,100
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#### Print premium

Outside back cover	140,900
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Double-page spread	180,400
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#### Weekly Edition - digital

First Swipe - Please refer to the digital rate card

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**10% premium for guaranteed positions**

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# The Economist Newspaper and weekly apps

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**EMEA****USD Net**

Display

Advertising

Page facing editorial	84,100
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**Print premium**

Outside back cover	109,400
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Double-page spread	140,100
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**Weekly Edition - digital**

First Swipe - Please refer to the digital rate card

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**Print-only rates and volume discounts available on request****10% premium for guaranteed positions****All rates are net, subject to local taxes.****Rates are valid until 31 December 2025**

# The Economist Newspaper and weekly apps

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## UK and Continental Europe

### USD Net

Display

Advertising

#### Print with digital

Page facing editorial	78,800
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#### Print premium

Outside back cover	102,400
Double-page spread	131,300

#### Weekly Edition - digital

First Swipe - Please refer to the digital rate card

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# The Economist Newspaper and weekly apps

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## United Kingdom

### USD Net

Display

Advertising

#### Print with digital

Page facing editorial 34,800

#### Print premium

Outside back cover 45,200

Double-page spread 58,100

#### Weekly Edition - digital

First Swipe - Please refer to the digital rate card

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## London only

#### Print with digital

Page facing editorial 20,300

#### Print premium

Double-page spread 33,800

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## The Economist Newspaper and weekly apps

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### Continental Europe

#### USD Net

Display

Advertising

#### Print with digital

Page facing editorial 45,600

#### Print premium

Outside back cover 59,100  
Double-page spread 75,800

#### Weekly Edition - digital

First Swipe - Please refer to the digital rate card

### Financial centres, Continental Europe

#### Print with digital

Page facing editorial 22,800

#### Print premium

Double-page spread 28,600

### Travel hub cities, Continental Europe

#### Print with digital

Page facing editorial 29,100

#### Print premium

Double-page spread 48,400

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# The Economist Newspaper and weekly apps

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## Middle East and Africa

### USD Net

Display  
Advertising

#### Print with digital

Page facing editorial 12,650

#### Print premium

Double-page spread 22,350

#### Weekly Edition - digital

First Swipe - Please refer to the digital rate card

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Print-only rates and volume discounts available on request

10% premium for guaranteed positions

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# The Economist Newspaper and weekly apps

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## The Americas

### USD Net

Display  
Advertising

#### Print with digital

Page facing editorial 53,400

#### Print premium

Outside back cover 69,200

Double-page spread 106,800

#### Weekly Edition - digital

First Swipe - Please refer to the digital rate card

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**Print-only rates and volume discounts available on request**

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**Rates are valid until 31 December 2025**

## The Americas sub-editions

## The Economist Newspaper and weekly apps

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**Northeast****USD Net****Print**

Page facing editorial	27,200
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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.

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**Midwest and Westcoast****Print**

Page facing editorial	27,200
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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.

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**Canada only****Print with digital**

Page facing editorial	6,650
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**Print premium**

Double-page spread	13,200
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**We cannot offer position guarantees for sub-editions and  
 advertisers need to be flexible regarding right or left hand placements.**

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# The Economist Newspaper and weekly apps

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## Asia / Pacific

### USD Net

Display

Advertising

#### Print with digital

Page facing editorial	21,000
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#### Print premium

Outside back cover	27,100
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Double-page spread	34,700
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#### Weekly Edition - digital

First Swipe - Please refer to the digital rate card

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## The Economist Newspaper and weekly apps

**ECONOMIST  
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### Asia only

USD Net	
Display	
Advertising	
<b>Print with digital</b>	
Page facing editorial	18,350
<b>Print premium</b>	
Double-page spread	30,600

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

<b>Print with digital</b>	
Page facing editorial	6,100
<b>Print premium</b>	
Double-page spread	10,550

### Hong Kong & Singapore

<b>Print with digital</b>	
Page facing editorial	11,550
<b>Print premium</b>	
Double-page spread	19,250

Print-only rates and volume discounts available on request

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Pacific regional editions

## The Economist Newspaper and weekly apps

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### Australia & New Zealand

#### USD Net

Display

Advertising

#### Print with digital

Page facing editorial

5,450

#### Print premium

Double-page spread

9,100

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Print-only rates and volume discounts available on request

10% premium for guaranteed positions

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