

# 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 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

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## Worldwide

### USD Gross

Display

Advertising

### Print with digital

Page facing editorial	171,000
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### Print premium

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

### 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 gross, 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 Gross

#### Print with digital

Page facing editorial	127,200
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#### Print premium

Outside back cover	165,800
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Double-page spread	212,200
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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 gross, subject to local taxes.**

**Rates are valid until 31 December 2025**

# The Economist Newspaper and weekly apps

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## EMEA

### USD Gross

Display

Advertising

Page facing editorial	98,900
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### Print premium

Outside back cover	128,750
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Double-page spread	164,800
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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**

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**Rates are valid until 31 December 2025**

# The Economist Newspaper and weekly apps

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## 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 - Please refer to the digital rate card

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 2025

# The Economist Newspaper and weekly apps

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## 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 - Please refer to the digital rate card

## 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 2025

# The Economist Newspaper and weekly apps

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## 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 - Please refer to the digital rate card

## 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 2025

# The Economist Newspaper and weekly apps

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## 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 - Please refer to the digital rate card

## 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**

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# The Economist Newspaper and weekly apps

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## The Americas

USD Gross	
Display	
Advertising	

### Print with digital

Page facing editorial	62,800
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### Print premium

Outside back cover	81,400
Double-page spread	125,700

### 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 gross, subject to local taxes.**

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## The Americas sub-editions

## The Economist Newspaper and weekly apps

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

Page facing editorial	32,000
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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	32,000
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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	7,800
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**Print premium**

Double-page spread	15,500
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**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 2025**

# The Economist Newspaper and weekly apps

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## 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 - Please refer to the digital rate card

**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 2025**

# The Economist Newspaper and weekly apps

**ECONOMIST  
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## Asia only

USD Gross	
Display	
Advertising	

### Print with digital

Page facing editorial	21,600
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### Print premium

Double-page spread	36,000
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## South Asia (Bangladesh, Bhutan, India, Nepal, Pakistan, Sri Lanka)

### Print with digital

Page facing editorial	7,200
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### Print premium

Double-page spread	12,400
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## Hong Kong only or Singapore only

### Print with digital

Page facing editorial	6,800
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### Print premium

Double-page spread	11,300
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Print-only rates and volume discounts available on request

10% premium for guaranteed positions

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Rates are valid until 31 December 2025

Pacific regional editions

The Economist Newspaper and weekly apps



Australia & New Zealand

USD Gross	
Display	
Advertising	

Print with digital

Page facing editorial	6,400
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Print premium

Double-page spread	10,700
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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 2025