

Rate card 2025

**ECONOMIST
IMPACT**

The Economist newspaper.

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.

GBP 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

GBP Gross

Display

Advertising

Print with digital

Page facing editorial 97,500

Print premium

Outside back cover	127,200
Inside front cover spread	208,800
Double-page spread	173,800

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
IMPACT**

Worldwide excluding the Americas

GBP Gross

Print with digital

Page facing editorial	77,600
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Print premium

Outside back cover	100,700
Double-page spread	129,300

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
IMPACT**

EMEA

GBP Gross

Display

Advertising

Print with digital

Page facing editorial 56,900

Print premium

Outside back cover 74,200
Double-page spread 94,300

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
IMPACT**

UK and Continental Europe

GBP Gross

Print with digital

Page facing editorial	52,600
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Print premium

Outside back cover	68,400
Double-page spread	87,500

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

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The Economist Newspaper and weekly apps

**ECONOMIST
IMPACT**

United Kingdom

GBP Gross

Display

Advertising

Print with digital

Page facing editorial

22,400

Print premium

Outside back cover

29,000

Double-page spread

37,400

Weekly Edition - digital

First Swipe - Please refer to the digital rate card

London only

Print with digital

Page facing editorial

14,500

Print premium

Double-page spread

24,100

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
IMPACT**

Continental Europe

GBP Gross

Display

Advertising

Print with digital

Page facing editorial 30,750

Print premium

Outside back cover 40,000

Double-page spread 51,200

Weekly Edition - digital

First Swipe - Please refer to the digital rate card

Financial centres, Continental Europe

Print with digital

Page facing editorial* 15,300

Print premium

Double-page spread* 19,300

Travel hub cities, Continental Europe

Print with digital

Page facing editorial* 19,600

Print premium

Double-page spread* 32,500

*No position guarantee

Print-only rates and volume discounts available on request

10% premium for guaranteed positions

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The Economist Newspaper and weekly apps

**ECONOMIST
IMPACT**

Middle East and Africa

GBP Gross

Display

Advertising

Print with digital

Page facing editorial 8,900

Print premium

Double-page spread 15,400

Weekly Edition - digital

First Swipe - Please refer to the digital rate card

Middle East only or Africa only

Print with digital

Page facing editorial* 5,100

Print premium

Double-page spread* 8,500

*No position guarantee

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
IMPACT**

The Americas

GBP Gross

Display

Advertising

Print with digital

Page facing editorial 35,300

Print premium

Outside back cover 44,800

Double-page spread 70,600

Weekly Edition - digital

First Swipe - Please refer to the digital rate card

Canada only

Print with digital

Page facing editorial* 4,450

Print premium

Double-page spread* 8,900

*No position guarantee

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
IMPACT**

Asia Pacific

GBP Gross

Print with digital

Page facing editorial	14300
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Print premium

Outside back cover	18700
Double-page spread	24000

Weekly Edition - digital

First Swipe - Please refer to the digital rate card

Exclusive app sponsorship: WeChat

Monthly sponsorship	36600
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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

**ECONOMIST
IMPACT**

Asia only

GBP Gross

Display

Advertising

Print with digital

Page facing editorial* 12,500

Print premium

Double-page spread* 20,700

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

Print with digital

Page facing editorial* 4,350

Print premium

Double-page spread* 7,200

Hong Kong only or Singapore only

Print with digital

Page facing editorial* 4,000

Print premium

Double-page spread* 6,800

*No position guarantee

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

Pacific regional editions

The Economist Newspaper and weekly apps

**ECONOMIST
IMPACT**

Australia & New Zealand

GBP Gross
Display
Advertising
Print with digital
Page facing editorial
Print premium
Double-page spread

3,700

6,150

***No position guarantee**

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