

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

**ECONOMIST
IMPACT**

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

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

**ECONOMIST
IMPACT**

Worldwide excluding the Americas

USD Net

Print with digital

Page facing editorial	108,100
-----------------------	---------

Print premium

Outside back cover	140,900
--------------------	---------

Double-page spread	180,400
--------------------	---------

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 net, subject to local taxes.

Rates are valid until 31 December 2025

The Economist Newspaper and weekly apps



EMEA	
USD Net	
Display	
Advertising	
Page facing editorial	84,100
Print premium	
Outside back cover	109,400
Double-page spread	140,100
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 net, subject to local taxes.

Rates are valid until 31 December 2025

The Economist Newspaper and weekly apps

**ECONOMIST
IMPACT**

UK and Continental Europe

USD Net

Display
Advertising

Print with digital

Page facing editorial 78,800

Print premium

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

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 net, subject to local taxes.

Rates are valid until 31 December 2025

The Economist Newspaper and weekly apps

**ECONOMIST
IMPACT**

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

London only*

Print with digital

Page facing editorial 20,300

Print premium

Double-page spread 33,800

Print-only rates and volume discounts available on request

*Only run of book and date flexible

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

**ECONOMIST
IMPACT**

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
--------------------	--------

Print-only rates and volume discounts available on request

*Only run of book and date flexible

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



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	

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



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	

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 Americas sub-editions

The Economist Newspaper and weekly apps

**ECONOMIST
IMPACT**

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

Page facing editorial	27,200
-----------------------	--------

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	27,200
-----------------------	--------

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	6,650
-----------------------	-------

Print premium

Double-page spread	13,200
--------------------	--------

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 net, subject to local taxes.

Rates are valid until 31 December 2025

The Economist Newspaper and weekly apps

**ECONOMIST
IMPACT**

Asia / Pacific

USD Net	
Display	
Advertising	

Print with digital

Page facing editorial	21,000
-----------------------	--------

Print premium

Outside back cover	27,100
Double-page spread	34,700

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 net, subject to local taxes.

Rates are valid until 31 December 2025

The Economist Newspaper and weekly apps

**ECONOMIST
IMPACT**

Asia only*

USD Net	
Display	
Advertising	

Print with digital

Page facing editorial 18,350

Print premium

Double-page spread 30,600

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

Print with digital

Page facing editorial 6,100

Print premium

Double-page spread 10,550

Hong Kong & Singapore*

Print with digital

Page facing editorial 11,550

Print premium

Double-page spread 19,250

Print-only rates and volume discounts available on request

*Only run of book and date flexible

10% premium for guaranteed positions

All rates are net, 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*

USD Net	
Display	
Advertising	

Print with digital

Page facing editorial	5,450
-----------------------	-------

Print premium

Double-page spread	9,100
--------------------	-------

Print-only rates and volume discounts available on request

*Only run of book and date flexible

10% premium for guaranteed positions

All rates are net, subject to local taxes.

Rates are valid until 31 December 2025