

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

**ECONOMIST
IMPACT**

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

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

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

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

USD Gross

Display

Advertising

Page facing editorial

98,900

Print premium

Outside back cover

128,750

Double-page spread

164,800

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**

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

**ECONOMIST
IMPACT**

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

*Only run of book and date flexible

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

USD Gross	
Display	
Advertising	

Print with digital

Page facing editorial	53,600
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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
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Print premium

Double-page spread	33,700
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Travel hub cities, Continental Europe*

Print with digital

Page facing editorial	34,200
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Print premium

Double-page spread	56,900
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Print-only rates and volume discounts available on request

*Only run of book and date flexible

10% premium for guaranteed positions

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Rates are valid until 31 December 2025

The Economist Newspaper and weekly apps

**ECONOMIST
IMPACT**

Middle East and Africa

USD Gross	
Display	
Advertising	

Print with digital

Page facing editorial	14900
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Print premium

Double-page spread	26300
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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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Rates are valid until 31 December 2025

The Economist Newspaper and weekly apps

**ECONOMIST
IMPACT**

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
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Double-page spread	125,700
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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 Americas sub-editions

The Economist Newspaper and weekly apps

**ECONOMIST
IMPACT**

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.

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.

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

**ECONOMIST
IMPACT**

Asia / Pacific

USD Gross

Display

Advertising

Print with digital

Page facing editorial	24,700
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Print premium

Outside back cover	31,900
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Double-page spread	40,800
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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**

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 & Singapore*

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

*Only run of book and date flexible

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



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

*Only run of book and date flexible

10% premium for guaranteed positions

All rates are gross, subject to local taxes.

Rates are valid until 31 December 2025