

Rate card 2022

**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. This document covers the advertising options and rates available across our platforms. 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	158,300
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Print premium

Outside back cover	205,800
Inside front cover spread	339,800
Double-page spread	283,200

Weekly Edition - digital

First Swipe	81,400
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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 2022

The Economist Newspaper and weekly apps

**ECONOMIST
IMPACT**

Worldwide excluding the Americas

USD Gross

Print with digital

Page facing editorial	117,600
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Print premium

Outside back cover	152,900
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Double-page spread	196,000
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Weekly Edition - digital

First Swipe	51,250
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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 2022

The Economist Newspaper and weekly apps

**ECONOMIST
IMPACT**

EMEA

USD Gross

Display

Advertising

Page facing editorial	91,500
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Print premium

Outside back cover	119,000
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Double-page spread	152,200
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Weekly Edition - digital

First Swipe	34,200
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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 2022

The Economist Newspaper and weekly apps

**ECONOMIST
IMPACT**

UK and Continental Europe

USD Gross

Display

Advertising

Print with digital

Page facing editorial	86,000
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Print premium

Outside back cover	111,800
Double-page spread	143,300

Weekly Edition - digital

First Swipe	31,800
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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 2022

The Economist Newspaper and weekly apps

**ECONOMIST
IMPACT**

United Kingdom

USD Gross

Display

Advertising

Print with digital

Page facing editorial 37,800

Print premium

Outside back cover 49,100

Double-page spread 63,100

Weekly Edition - digital

First Swipe 13,800

London only

Print with digital

Page facing editorial 22,100

Print premium

Double-page spread 36,800

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 2022

The Economist Newspaper and weekly apps

**ECONOMIST
IMPACT**

Continental Europe

USD Gross

Display

Advertising

Print with digital

Page facing editorial 49,400

Print premium

Outside back cover 64,200

Double-page spread 82,500

Weekly Edition - digital

First Swipe 17,900

Financial centres, Continental Europe

Print with digital

Page facing editorial 24,700

Print premium

Double-page spread 31,100

Travel hub cities, Continental Europe

Print with digital

Page facing editorial 31,600

Print premium

Double-page spread 52,600

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 2022

The Economist Newspaper and weekly apps

**ECONOMIST
IMPACT**

Middle East and Africa

USD Gross

Display

Advertising

Print with digital

Page facing editorial 13,800

Print premium

Double-page spread 24,200

Weekly Edition - digital

First Swipe 2,450

Middle East only or Africa only

Print with digital

Page facing editorial 8,300

Print premium

Double-page spread 13,800

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 2022

The Economist Newspaper and weekly apps

**ECONOMIST
IMPACT**

North and South America

USD Gross

Display

Advertising

Print with digital

Page facing editorial 58,000

Print premium

Outside back cover 75,400

Double-page spread 116,000

Weekly Edition - digital

First Swipe 30,150

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 2022

North America sub-editions

The Economist Newspaper and weekly apps**ECONOMIST
IMPACT**

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

Page facing editorial 29,200

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

Midwest**Print**

Page facing editorial 12,300

This includes the following states: AR, CO, IA, IL, IN, KS, KY, LA, MI, MN, MO, MS, ND, NE, OH, OK, SD,

TN, TX, WI, WY and Puerto Rico.

Westcoast**Print**

Page facing editorial 17,300

This includes the following states: AK, AZ, CA, HI, ID, MT, NM, NV, OR, UT, WA

Canadian provinces: AB, BC,NT, SK, YT and Guam

Canada only**Print with digital**

Page facing editorial 7,200

Print premium

Double-page spread 14,400

We cannot offer position guarantees for North American 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 2022**

The Economist Newspaper and weekly apps

**ECONOMIST
IMPACT**

Asia / Pacific

USD Gross

Display

Advertising

Print with digital

Page facing editorial 22,700

Print premium

Outside back cover 29,500

Double-page spread 37,700

Weekly Edition - digital

First Swipe 13,800

Exclusive app sponsorship: Global Business Review and WeChat

Monthly sponsorship 46,150

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 2022

The Economist Newspaper and weekly apps

**ECONOMIST
IMPACT**

Asia only

USD Gross

Display

Advertising

Print with digital

Page facing editorial 20,000

Print premium

Double-page spread 33,300

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

Print with digital

Page facing editorial 6,700

Print premium

Double-page spread 11,300

Hong Kong only or Singapore only

Print with digital

Page facing editorial 6,300

Print premium

Double-page spread 10,400

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 2022

Pacific regional editions

The Economist Newspaper and weekly apps

**ECONOMIST
IMPACT**

Australia & New Zealand

USD Gross

Display

Advertising

Print with digital

Page facing editorial 5,900

Print premium

Double-page spread 9,900

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 2022