

## **[ Rate card 2020 ]**

The Economist newspaper, Digital app,  
Espresso 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.

#### **Print Premium**

Standalone premium print positions.

#### **Digital Premium**

A premium advertisement in our Digital app. This will appear multiple times in the same issue with the option of added interactivity.

#### **Print with Digital Premium**

Full page in print, together with a premium position in our Digital app. The digital advertisement will appear multiple times in the same issue with the option of added interactivity.

# The Economist Group

thought  
that counts

[ Worldwide ]

## The Economist Newspaper and weekly apps

	USD Gross				
Display Advertising	1x \$	6x \$	12x \$	18x \$	24x \$
<b>Print with Digital</b>					
Page facing editorial	160,650	157,437	154,224	151,011	147,798
Page facing editorial with guaranteed section in print	176,700	173,166	169,632	166,098	162,564
<b>Print Premium</b>					
Outside back cover	211,350	207,123	202,896	198,669	194,442
Inside front cover spread	347,850	340,893	333,936	326,979	320,022
Facing contents	203,000	198,940	194,880	190,820	186,760
Page in Leaders	184,700	181,006	177,312	173,618	169,924
Double-page spread guaranteed position	316,100	309,778	303,456	297,134	290,812
Double-page spread	287,375	281,628	275,880	270,133	264,385
Half-page spread under Politics This Week *	211,800	207,564	203,328	199,092	194,856
Half-page spread under Letters, bookends or fireplace *	212,600	208,348	204,096	199,844	195,592
<b>Digital Premium</b>					
First Advertiser	93,775	91,900	90,024	88,149	86,273
Guaranteed section	73,810	72,334	70,858	69,381	67,905
Run of app	60,500	59,290	58,080	56,870	55,660
<b>Print with Digital Premium</b>					
Page facing editorial	199,035	195,054	191,074	187,093	183,112
Page facing editorial with Print with Digital section guarantee	225,459	220,950	216,441	211,931	207,422
<b>Espresso</b>					
Weekly sponsorship	68,500	65,075	61,650	58,225	54,800

5% discount for print-only

\* Only non-bleed creative

All rates are gross, subject to local taxes.

Rates are valid until 31 December 2020.

[ Worldwide excluding North America ]  
The Economist Newspaper and weekly apps

USD Gross					
Display Advertising	1x \$	6x \$	12x \$	18x \$	24x \$
<b>Print with Digital</b>					
Page facing editorial	127,600	125,048	122,496	119,944	117,392
Page facing editorial with guaranteed section in print	140,350	137,543	134,736	131,929	129,122
<b>Print Premium</b>					
Outside back cover	165,890	162,572	159,254	155,937	152,619
RH facing contents	160,800	157,584	154,368	151,152	147,936
Page in Leaders	146,750	143,815	140,880	137,945	135,010
Double-page spread guaranteed position	233,900	229,222	224,544	219,866	215,188
Double-page spread	212,650	208,397	204,144	199,891	195,638
Half-page spread under Letters, bookends *	162,800	159,544	156,288	153,032	149,776
<b>Digital Premium</b>					
First Advertiser	75,080	73,578	72,077	70,575	69,074
Guaranteed section	62,970	61,711	60,451	59,192	57,932
Run of app	48,440	47,471	46,502	45,534	44,565
<b>Print with Digital Premium</b>					
Page facing editorial	158,436	155,267	152,099	148,930	145,761
Page facing editorial with Print with Digital section guarantee	182,988	179,328	175,668	172,009	168,349

5% discount for print-only  
\* Only non-bleed creative

All rates are gross, subject to local taxes.  
Rates are valid until 31 December 2020.

[ EMEA ]

The Economist Newspaper and weekly apps

USD Gross					
Display Advertising	1x \$	6x \$	12x \$	18x \$	24x \$
<b>Print with Digital</b>					
Page facing editorial	97,300	95,354	93,408	91,462	89,516
Page facing editorial with guaranteed section in print	107,000	104,860	102,720	100,580	98,440
<b>Print Premium</b>					
Outside back cover	126,500	123,970	121,440	118,910	116,380
RH facing contents	122,600	120,148	117,696	115,244	112,792
Page in Leaders	111,900	109,662	107,424	105,186	102,948
Double-page spread guaranteed position	178,100	174,538	170,976	167,414	163,852
Double-page spread	161,950	158,711	155,472	152,233	148,994
Half-page spread under Letters or bookends *	133,200	130,536	127,872	125,208	122,544
<b>Digital Premium</b>					
First Advertiser	46,500	45,570	44,640	43,710	42,780
Guaranteed section	39,000	38,220	37,440	36,660	35,880
Run of app	30,000	29,400	28,800	28,200	27,600
<b>Print with Digital Premium</b>					
Page facing editorial	114,570	112,279	109,987	107,696	105,404
Page facing editorial with Print with Digital section guarantee	131,400	128,772	126,144	123,516	120,888
<b>Espresso</b>					
Weekly sponsorship	31,350	29,783	28,215	26,648	25,080

5% discount for print-only  
\* Only non-bleed creative

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Rates are valid until 31 December 2020.

[ UK and Continental Europe ]

The Economist Newspaper and weekly apps

USD Gross					
Display Advertising	1x \$	6x \$	12x \$	18x \$	24x \$
<b>Print with Digital</b>					
Page facing editorial	88,500	86,730	84,960	83,190	81,420
Page facing editorial with guaranteed section in print	97,350	95,403	93,456	91,509	89,562
<b>Print Premium</b>					
Outside back cover	115,000	112,700	110,400	108,100	105,800
RH facing contents	111,500	109,270	107,040	104,810	102,580
Page in Leaders	101,800	99,764	97,728	95,692	93,656
Double-page spread guaranteed position	162,100	158,858	155,616	152,374	149,132
Double-page spread	147,350	144,403	141,456	138,509	135,562
Half-page spread under Letters or bookends *	121,200	118,776	116,352	113,928	111,504
<b>Digital Premium</b>					
First Advertiser	44,150	43,267	42,384	41,501	40,618
Guaranteed section	37,030	36,289	35,549	34,808	34,068
Run of app	28,485	27,915	27,346	26,776	26,206
<b>Print with Digital Premium</b>					
Page facing editorial	105,287	103,181	101,075	98,969	96,864
Page facing editorial with Print with Digital section guarantee	120,942	118,523	116,104	113,685	111,267
<b>Espresso</b>					
Weekly sponsorship	28,000	26,600	25,200	23,800	22,400
5% discount for print-only					
* Only non-bleed creative					
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Rates are valid until 31 December 2020.					

# The Economist Group

[ thought  
that counts ]

[ United Kingdom ]

## The Economist Newspaper and weekly apps

USD Gross					
Display Advertising	1x \$	6x \$	12x \$	18x \$	24x \$
<b>Print with Digital</b>					
Page facing editorial	40,000	39,200	38,400	37,600	36,800
Page facing editorial with guaranteed section in print	44,000	43,120	42,240	41,360	40,480
<b>Print Premium</b>					
Outside back cover	52,000	50,960	49,920	48,880	47,840
RH facing contents	50,500	49,490	48,480	47,470	46,460
Page in Leaders	46,000	45,080	44,160	43,240	42,320
Double-page spread guaranteed position	73,300	71,834	70,368	68,902	67,436
Double-page spread	66,750	65,415	64,080	62,745	61,410
Half-page spread under Letters or bookends *	60,000	58,800	57,600	56,400	55,200
<b>Digital Premium</b>					
First Advertiser	21,945	21,506	21,067	20,628	20,189
Guaranteed section	18,410	18,042	17,674	17,305	16,937
Run of app	14,160	13,877	13,594	13,310	13,027
<b>Print with Digital Premium</b>					
Page facing editorial	48,744	47,769	46,794	45,819	44,844
Page facing editorial with Print with Digital section guarantee	56,169	55,046	53,922	52,799	51,675
<b>Espresso</b>					
Weekly sponsorship	18,150	17,243	16,335	15,428	14,520

[ London only ]

	1x	6x	12x	18x	24x
<b>Print with Digital</b>					
Page facing editorial	23,400	22,932	22,464	21,996	21,528
<b>Print Premium</b>					
Double-page spread	38,970	38,191	37,411	36,632	35,852

5% discount for print-only  
\* Only non-bleed creative

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[ Continental Europe ]  
The Economist Newspaper and weekly apps

USD Gross					
Display Advertising	1x	6x	12x	18x	24x
	\$	\$	\$	\$	\$
<b>Print with Digital</b>					
Page facing editorial	48,950	47,971	46,992	46,013	45,034
Page facing editorial with guaranteed section in print	53,800	52,724	51,648	50,572	49,496
<b>Print Premium</b>					
Outside back cover	63,635	62,362	61,090	59,817	58,544
RH facing contents	61,850	60,613	59,376	58,139	56,902
Double-page spread guaranteed position	89,750	87,955	86,160	84,365	82,570
Double-page spread	81,600	79,968	78,336	76,704	75,072
Half-page spread under Letters or bookends *	63,950	62,671	61,392	60,113	58,834
<b>Digital Premium</b>					
First Advertiser	21,145	20,722	20,299	19,876	19,453
Guaranteed section	17,050	16,709	16,368	16,027	15,686
Run of app	13,640	13,367	13,094	12,822	12,549
<b>Print with Digital Premium</b>					
Page facing editorial	56,331	55,204	54,078	52,951	51,825
Page facing editorial with Print with Digital section guarantee	63,765	62,490	61,214	59,939	58,664
<b>Espresso</b>					
Weekly sponsorship	11,160	10,602	10,044	9,486	8,928

[ Financial centres, Continental Europe ]

<b>Print with Digital</b>					
	1x	6x	12x	18x	24x
Page facing editorial	24,550	24,059	23,568	23,077	22,586
<b>Print Premium</b>					
Double-page spread	30,835	30,218	29,602	28,985	28,368

[ Travel hub cities, Continental Europe ]

<b>Print with Digital</b>					
	1x	6x	12x	18x	24x
Page facing editorial	31,350	30,723	30,096	29,469	28,842
<b>Print Premium</b>					
Double-page spread	52,065	51,024	49,982	48,941	47,900

5% discount for print-only  
\* Only non-bleed creative

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Rates are valid until 31 December 2020.

[ Middle East and Africa ]

The Economist Newspaper and weekly apps

USD Gross					
Display Advertising	1x	6x	12x	18x	24x
	\$	\$	\$	\$	\$
<b>Print with Digital</b>					
Page facing editorial	15,725	15,411	15,096	14,782	14,467
Page facing editorial with guaranteed section in print	17,300	16,954	16,608	16,262	15,916
<b>Print Premium</b>					
Double-page spread guaranteed position	30,100	29,498	28,896	28,294	27,692
Double-page spread	27,350	26,803	26,256	25,709	25,162
<b>Digital Premium</b>					
Guaranteed section	2,060	2,019	1,978	1,936	1,895
Run of app	1,585	1,553	1,522	1,490	1,458
<b>Print with Digital Premium</b>					
Page facing editorial	15,579	15,267	14,956	14,644	14,333
Page facing editorial with Print with Digital section guarantee	15,570	15,259	14,947	14,636	14,324

[ Middle East only or Africa only ]

<b>Print with Digital</b>					
	1x	6x	12x	18x	24x
Page facing editorial	9,350	9,163	8,976	8,789	8,602
Page facing editorial with guaranteed section in print	10,300	10,094	9,888	9,682	9,476
<b>Print Premium</b>					
Double-page spread guaranteed position	17,075	16,734	16,392	16,051	15,709
Double-page spread	15,525	15,215	14,904	14,594	14,283
<b>Digital Premium</b>					
Guaranteed section	1,460	1,431	1,402	1,372	1,343
Run of app	1,125	1,103	1,080	1,058	1,035

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Rates are valid until 31 December 2020



[ North America ]

The Economist Newspaper and weekly apps

	USD Gross				
Display Advertising	1x	6x	12x	18x	24x
	\$	\$	\$	\$	\$
<b>Print with Digital</b>					
Page facing editorial	56,600	55,468	54,336	53,204	52,072
Page facing editorial with guaranteed section in print	62,250	61,005	59,760	58,515	57,270
<b>Print Premium</b>					
Outside back cover	73,600	72,128	70,656	69,184	67,712
RH facing contents	71,300	69,874	68,448	67,022	65,596
Page in Leaders	65,100	63,800	62,500	61,200	59,900
Double-page spread guaranteed position	124,500	122,010	119,520	117,030	114,540
Double-page spread	113,200	110,936	108,672	106,408	104,144
Half-page spread under Letters or bookends *	92,000	90,160	88,320	86,480	84,640
<b>Digital Premium</b>					
First Advertiser	31,030	30,409	29,789	29,168	28,548
Guaranteed section	26,025	25,505	24,984	24,464	23,943
Run of app	20,020	19,620	19,219	18,819	18,418
<b>Print with Digital Premium</b>					
Page facing editorial	67,145	65,802	64,459	63,116	61,773
Page facing editorial with Print with Digital section guarantee	77,100	75,558	74,016	72,474	70,932
<b>Espresso (North and Latin America)</b>					
Weekly sponsorship	25,000	23,750	22,500	21,250	20,000

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\* Only non-bleed creative

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Rates are valid until 31 December 2020

[ US, Sub-editions ]

[ Northeast ]

USD Gross					
	1x	6x	12x	18x	24x
<b>Print</b>					
Page facing editorial	27,000	26,460	25,920	25,380	24,840

This include the following states: WV,VA,PA, NY, VT, NH, ME, MA, CT, RI, NJ, DE ,MD (Including Canada provinces: MB, NB, NL ,NS, NT, NU, ON, PE, QC, SK, YT) & Puerto Rico

[ Midwest ]

<b>Print</b>					
	1x	6x	12x	18x	24x
Page facing editorial	15,000	14,700	14,400	14,100	13,800

This include the following states: ND, SD, NE, CO, KS, MN, IA, MO, IL, WI, MI, IN, OH, MT, WY

[ Southeast ]

<b>Print</b>					
	1x	6x	12x	18x	24x
Page facing editorial	15,000	14,700	14,400	14,100	13,800

This include the following states; TX, OK ,LA, AR, MS, AL, TN, GA, SC, FL, NC, KY

[ Westcoast ]

<b>Print</b>					
	1x	6x	12x	18x	24x
Page facing editorial	21,000	20,580	20,160	19,740	19,320

This include the following states; AK, WA, OR, CA, HI, NV,ID, UT,AZ, NM (Including Canada provinces: AB, BC) & Guam

\*We cannot offer position guarantees for North American sub-editions and advertisers need to be flexible regarding right or left hand placements.

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Rates are valid until 31 December 2020

[ The Americas, regional editions ]

[ Latin America ]

USD Gross					
	1x	6x	12x	18x	24x
<b>Print with Digital</b>					
Page facing editorial	10,950	10,731	10,512	10,293	10,074
Page facing editorial with guaranteed section in print	12,050	11,809	11,568	11,327	11,086
<b>Print Premium</b>					
Double-page spread guaranteed position	21,000	20,580	20,160	19,740	19,320
Double-page spread	19,100	18,718	18,336	17,954	17,572
<b>Digital Premium</b>					
Guaranteed section	8,765	8,590	8,414	8,239	8,064

[ Brazil only ]

<b>Print with Digital</b>					
	1x	6x	12x	18x	24x
Page facing editorial	3,925	3,847	3,768	3,690	3,611
<b>Print Premium</b>					
Double-page spread	7,850	7,693	7,536	7,379	7,222

[ Canada only ]

<b>Print with Digital</b>					
	1x	6x	12x	18x	24x
Page facing editorial	7,000	6,860	6,720	6,580	6,440
<b>Print Premium</b>					
Double-page spread	14,000	13,720	13,440	13,160	12,880

5% discount for print-only  
\* Only non-bleed creative

All rates are gross, subject to local taxes  
Rates are valid until 31 December 2020

The Economist Newspaper and weekly apps

USD Gross					
Display Advertising	1x	6x	12x	18x	24x
	\$	\$	\$	\$	\$
<b>Print with Digital</b>					
Page facing editorial	24,025	23,545	23,064	22,584	22,103
Page facing editorial with guaranteed section in print	26,400	25,872	25,344	24,816	24,288
<b>Print Premium</b>					
Outside back cover	31,250	30,625	30,000	29,375	28,750
RH facing contents	30,350	29,743	29,136	28,529	27,922
Double-page spread guaranteed position	43,950	43,071	42,192	41,313	40,434
Double-page spread	39,950	39,151	38,352	37,553	36,754
Half-page spread under Letters or bookends *	30,600	29,988	29,376	28,764	28,152
<b>Digital Premium</b>					
First Advertiser	25,685	25,171	24,658	24,144	23,630
Guaranteed section	21,540	21,109	20,678	20,248	19,817
Run of app	16,570	16,239	15,907	15,576	15,244
<b>Print with Digital Premium</b>					
Page facing editorial	36,536	35,805	35,074	34,343	33,613
Page facing editorial with Print with Digital section guarantee	43,146	42,283	41,420	40,557	39,694
<b>Espresso</b>					
	1x	6x	12x	18x	24x
Weekly sponsorship	16,600	15,770	14,940	14,110	13,280
<b>Exclusive app sponsorship: Global Business Review, Weibo and WeChat</b>					
	1x	6x	12x	18x	24x
Monthly sponsorship	45,000	42,750	40,500	38,250	36,000

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Rates are valid until 31 December 2020



[ Asia only ]

The Economist Newspaper and weekly apps

USD Gross					
	1x	6x	12x	18x	24x
	\$	\$	\$	\$	\$
<b>Print with Digital</b>					
Page facing editorial	21,125	20,703	20,280	19,858	19,435
Page facing editorial with guaranteed section in print	23,250	22,785	22,320	21,855	21,390
<b>Print Premium</b>					
Double-page spread guaranteed position	38,700	37,926	37,152	36,378	35,604
Double-page spread	35,175	34,472	33,768	33,065	32,361
<b>Digital Premium</b>					
Guaranteed section	18,940	18,561	18,182	17,804	17,425
Run of app	14,570	14,279	13,987	13,696	13,404

[ South Asia ]

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

<b>Print with Digital</b>					
	1x	6x	12x	18x	24x
Page facing editorial	7,200	7,056	6,912	6,768	6,624
Page facing editorial with guaranteed section in print	7,900	7,742	7,584	7,426	7,268
<b>Print Premium</b>					
Double-page spread guaranteed position	13,225	12,961	12,696	12,432	12,167
Double-page spread	12,025	11,785	11,544	11,304	11,063
<b>Digital Premium</b>					
Guaranteed section	4,230	4,145	4,061	3,976	3,892
Run of app	3,255	3,190	3,125	3,060	2,995

[ Hong Kong only or Singapore only ]

<b>Print with Digital</b>					
	1x	6x	12x	18x	24x
Page facing editorial	6,675	6,542	6,408	6,275	6,141
Page facing editorial with guaranteed section in print	7,325	7,179	7,032	6,886	6,739
<b>Print Premium</b>					
Double-page spread guaranteed position	12,200	11,956	11,712	11,468	11,224
Double-page spread	11,100	10,878	10,656	10,434	10,212
<b>Digital Premium</b>					
Guaranteed section	4,095	4,013	3,931	3,849	3,767
Run of app	3,150	3,087	3,024	2,961	2,898

5% discount for print-only

\* Only non-bleed creative

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Rates are valid until 31 December 2020

[ Pacific regional editions ]

The Economist Newspaper and weekly apps

[ Australia & New Zealand ]

	USD Gross				
	1x	6x	12x	18x	24x
<b>Print with Digital</b>					
Page facing editorial	6,425	6,297	6,168	6,040	5,911
Page facing editorial with guaranteed section in print	7,100	6,958	6,816	6,674	6,532
<b>Print Premium</b>					
Double-page spread guaranteed position	11,750	11,515	11,280	11,045	10,810
Double-page spread	10,700	10,486	10,272	10,058	9,844
<b>Digital Premium</b>					
Guaranteed section	5,565	5,454	5,342	5,231	5,120
Run of app	4,280	4,194	4,109	4,023	3,938

5% discount for print-only  
\* Only non-bleed creative

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Rates are valid until 31 December 2020