

2020 Digital Rate Card



The Economist Group is a world-renowned multinational media company that inspires and connects with the most influential audiences across the globe.

[Premium Sponsorship Opportunities]

USD Net

Daily Sponsorship

Economist.com's homepage delivers maximum impact for your brand. Homepage takeovers offer a 100% SOV over the duration of one day. Takeovers can serve Leaderboard (728x90) in the top position, followed by Billboards (970x250) in-line on desktop devices, and MPU (300x250) on mobile devices

All Devices	WW	NA	UK	CE	MEA	APAC	LA	TE
Home Page Takeover*	\$24,900	\$9,900	\$2,800	\$5,900	\$800	\$4,400	\$1,300	\$8,700

*Available as Programmatic Guaranteed

Channel roadblocks deliver 100% SOV over the duration of the day, across the relevant channel index page. All takeovers can serve Billboard/Leaderboard (970x250/728x90) w/Companions (300x600/300x250) on desktop devices, and MPU (300x250) on mobile devices

All Devices	WW	NA	UK	CE	MEA	APAC	LA	TE
Business & Finance Index Page Takeover*	\$1,400	\$500	\$200	\$500	\$100	\$300	\$100	\$700
Science & Technology Index Page Takeover*	\$4,400	\$2,100	\$400	\$700	\$200	\$1,000	\$200	\$1,100
Culture Index Page Takeover*	\$2,100	\$900	\$300	\$400	\$100	\$400	\$100	\$700

*Available as Programmatic Guaranteed

First impressions delivers maximum reach and impact for your brand. First impressions offers 100% SOV on the first visit of a reader anywhere on site for the duration of the day.

On the home page First Impression Takeovers can serve Leaderboard (728x90) in the top position, followed by Billboards (970x250) in-line on desktop devices, & MPU (300x250) on mobile devices

On index pages First Impression Takeovers can serve Billboard/Leaderboard (970x250/728x90) w/Companions (300x600/300x250) on desktop devices, & MPU (300x250) on mobile devices

On article pages First Impression Takeovers can serve Leaderboard (728x90) in the top position, followed by Billboards (970x250) in-line & LMPU/MPU (300x600/300x250) in the right-hand-rail on desktop devices, and MPU (300x250) on mobile devices

All Devices	WW	NA	UK	CE	MEA	APAC	LA	TE
First Impression Run of Audience*	\$95,500	\$39,000	\$11,400	\$19,200	\$3,400	\$18,800	\$4,000	\$30,600
Desktop								
First Impression Run of Audience*	\$61,100	\$26,200	\$7,200	\$12,600	\$2,100	\$10,700	\$2,700	\$19,800

*Available as Programmatic Guaranteed

Weekly Sponsorship

Special report and Technology Quarterly sponsorship allows you to specifically target relevant editorial subjects pertaining to that week's Special Report, or that quarter's Technology Quarterly report. Each Special Report and Tech Quarterly report consists of a series of insightful articles and in-dept analysis, with your brand delivering advertising across all articles.

This sponsorship can serve Leaderboard (728x90) in the top position, followed by Billboards (970x250) in-line & LMPU/MPU (300x600/300x250) in the right-hand-rail on desktop devices, and MPU (300x250) on mobile devices

All Devices	WW	NA	UK	CE	MEA	APAC	LA	TE
Special report package*	\$57,200	\$25,000	\$6,400	\$12,400	\$1,700	\$9,500	\$2,600	\$18,800

*Available as Programmatic Guaranteed

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[Direct On-Domain Opportunities (CPM)]

USD Net								
Run of Audience								
Reach the Economist audience across all areas of Economist.com								
	WW	NA	UK	CE	MEA	ASIA	LA	TE
All Devices								
300x250 ^{PG}	\$28	\$38	\$44	\$40	\$28	\$36	\$28	\$42
In Content Video :15 **	\$0.40	\$0.40	\$0.40	\$0.40	\$0.40	\$0.40	\$0.40	\$0.40
Mobile/Tablet								
300x250 ^{PG}	\$30	\$40	\$47	\$43	\$30	\$39	\$30	\$45
Mobile In-Scroll *	\$40	\$53	\$62	\$58	\$40	\$51	\$40	\$60
In Content Video :15 **	\$0.50	\$0.50	\$0.50	\$0.50	\$0.50	\$0.50	\$0.50	\$0.50
Desktop								
300x250 ^{PG}	\$38	\$50	\$59	\$54	\$38	\$48	\$38	\$57
300x600 ^{PG}	\$48	\$63	\$74	\$69	\$48	\$60	\$48	\$71
728x90 ^{PG}	\$38	\$50	\$59	\$54	\$38	\$48	\$38	\$57
970x250 ^{PG}	\$48	\$63	\$74	\$69	\$48	\$60	\$48	\$71
In Content Video :15 **	\$0.50	\$0.50	\$0.50	\$0.50	\$0.50	\$0.50	\$0.50	\$0.50
Fullpage Synced Ads	\$113	\$150	\$177	\$163	\$113	\$143	\$113	\$170
* Frequency capped at 1 user per day, serving on smartphone devices only; and may incur production costs								
** In-content video is priced on a cost per completed view (CPCV) and serves on Articles Pages only. A completed view is considered at 15 seconds.								
PG: Available as Programmatic Guaranteed								
NB: For all programmatic pricing please contact your media strategist								

Contextual Targeting								
Align your brand message with contextually relevant and brand-safe content. Contextual packages enable brands to position their message within a targeted range of content that fit their objectives. Available packages include: Business & Management, Thought Leadership, Technology & Innovation, Travel & Lifestyle, and Interest Group Targeting via relevant keywords and phrases								
	WW	NA	UK	CE	MEA	ASIA	LA	TE
All Devices								
300x250 ^{PG}	\$32	\$43	\$51	\$47	\$32	\$41	\$32	\$49
In Content Video :15 **	\$0.55	\$0.55	\$0.55	\$0.55	\$0.55	\$0.55	\$0.55	\$0.55
Mobile/Tablet								
300x250 ^{PG}	\$34	\$47	\$54	\$50	\$34	\$44	\$34	\$52
Mobile In-Scroll *	\$46	\$61	\$71	\$67	\$46	\$59	\$46	\$69
In Content Video :15 **	\$0.55	\$0.55	\$0.55	\$0.55	\$0.55	\$0.55	\$0.55	\$0.55
Desktop								
300x250 ^{PG}	\$43	\$58	\$68	\$63	\$43	\$56	\$43	\$66
300x600 ^{PG}	\$54	\$73	\$85	\$79	\$54	\$69	\$54	\$82
728x90 ^{PG}	\$43	\$58	\$68	\$63	\$43	\$56	\$43	\$66
970x250 ^{PG}	\$54	\$73	\$85	\$79	\$54	\$69	\$54	\$82
In Content Video :15 **	\$0.55	\$0.55	\$0.55	\$0.55	\$0.55	\$0.55	\$0.55	\$0.55
Fullpage Synced Ads	\$129	\$174	\$204	\$189	\$129	\$165	\$129	\$196
* Mobile In-Scroll serves on smartphone devices only and may incur production costs								
** In-content video is priced on a cost per completed view (CPCV) and serves on Articles Pages only. A completed view is considered at 15 seconds.								
PG: Available as Programmatic Guaranteed								
NB: For all programmatic pricing please contact your media strategist								

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[Direct On-Domain Opportunities (CPM)]

USD Net

Audience Targeting

Reach your target audience across Economist.com leveraging 1st party behavioral data (Business Leaders, Thought Leaders, Economist Subscribers) or overlay 3rd party data (Business Decision Makers, C-Suite, etc...) or both

	WW	NA	UK	CE	MEA	ASIA	LA	TE
All Devices								
300x250 ^{PG}	\$33	\$44	\$52	\$49	\$33	\$43	\$33	\$51
In Content Video :15 **	\$0.60	\$0.60	\$0.60	\$0.60	\$0.60	\$0.60	\$0.60	\$0.60
Mobile/Tablet								
300x250 ^{PG}	\$36	\$48	\$56	\$52	\$36	\$46	\$36	\$54
Mobile In-Scroll *	\$48	\$64	\$74	\$69	\$48	\$61	\$48	\$72
In Content Video :15 **	\$0.60	\$0.60	\$0.60	\$0.60	\$0.60	\$0.60	\$0.60	\$0.60
Desktop								
300x250 ^{PG}	\$44	\$60	\$70	\$64	\$44	\$58	\$44	\$67
300x600 ^{PG}	\$56	\$75	\$88	\$81	\$56	\$71	\$56	\$84
728x90 ^{PG}	\$44	\$60	\$70	\$64	\$44	\$58	\$44	\$67
970x250 ^{PG}	\$56	\$75	\$88	\$81	\$56	\$71	\$56	\$84
In Content Video :15 **	\$0.60	\$0.60	\$0.60	\$0.60	\$0.60	\$0.60	\$0.60	\$0.60
Fullpage Synced Ads	\$134	\$179	\$210	\$195	\$134	\$172	\$134	\$202

* Mobile In-Scroll serves on smartphone devices only and may incur production costs

** In-content video is priced on a cost per completed view (CPCV) and serves on Articles Pages only. A completed view is considered at 15 seconds.

PG: Available as Programmatic Guaranteed

NB: For all programmatic pricing please contact your media strategist

Run of Audience In-stream Video (Off-Domain Youtube)

In-stream enables brands and advertisers to deliver their message before, during or after the premium video content produced by Economist Films. Runs as Pre, Mid and Post Roll. Scale is limited; please keep to selling WW, NA, and/or UK

	WW	NA	UK	CE	MEA	ASIA	LA	TE
Run of Economist Youtube Channel								
Bumper***	\$20	\$24	\$24	\$24	\$24	\$24	\$24	\$24
Standard*	\$30	\$32	\$32	\$32	\$32	\$32	\$32	\$32
Non-Skippable**	\$32	\$35	\$35	\$35	\$35	\$35	\$35	\$35

*Standard - Max length :60 seconds. Skippable after :05 seconds

**Non Skippable - Max length 15 seconds. No skip option.

***Bumper - Max Length 6 seconds. No skip option

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[Direct Attention Based Opportunities (Cost Per Hour)]

Run of Audience

Reach the Economist audience across all areas of Economist.com

	WW	NA	UK	CE	MEA	ASIA	LA	TE
Max Impact Run of Audience	\$65	\$51	\$98	\$81	\$63	\$61	\$51	\$88
Max Exposure Run of Audience	\$47	\$38	\$71	\$60	\$46	\$45	\$38	\$65

Contextual Targeting

Available packages include: Business & management, Thought leadership, Technology & innovation, Travel & lifestyle focus packages

	WW	NA	UK	CE	MEA	ASIA	LA	TE
Max Impact Focus Package	\$100	\$92	\$123	\$104	\$77	\$89	\$92	\$113
Max Exposure Focus Package	\$72	\$67	\$89	\$75	\$55	\$65	\$67	\$82

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[Off-Domain Opportunities (CPM)]

USD Net

Audience Extension

Audience Extension enables the campaign to deliver sequential messaging, unify engagement with your target across a fragmented web, add scale to the campaign, and maximize the reach of the custom assets, driving more potential leads back to the client. Minimum 60% Viewability

	WW	NA	UK	CE	MEA	ASIA	LA	TE
All positions & devices								
728x90 / 300x250 / 300x600 / 970x250	\$12	\$13	\$17	\$16	\$16	\$16	\$12	\$12
Pre-roll	\$28	\$28	\$28	\$28	\$28	\$28	\$28	\$28
Minimum 60% viewability guarantee (Utilizing Google Active View)								
728x90 / 300x250 / 300x600 / 970x250	\$17	\$19	\$23	\$22	\$22	\$22	\$17	\$17
Pre-roll	\$33	\$33	\$33	\$33	\$33	\$33	\$33	\$33

Social (Facebook & Twitter)

Reach your target audience on social (Facebook & Twitter) platforms and align with The Economist brand through sponsoring relevant articles.

	WW	NA	UK	CE	MEA	ASIA	LA	TE
Sponsored Posts	\$16	\$16	\$16	\$16	\$16	\$16	\$16	\$16

Social (Instagram) Weekly Sponsorship

The Instagram Stories feature allows users and brands to share content to followers for 24 hours and this story appears prominently at the top of the app before the newsfeed. Currently our most popular story is the Weekend Reads, featuring six of the most important stories of the week. This story sequence goes live on Sunday morning and stays live in the story feed for 24 hours. Users can also navigate to our page and click on the icon to view. The story will move to our highlights reel for one week (until the new story is posted). These stories perform well with a 60% completion rate.

	WW
Instagram Stories - Weekend Reads	\$10,000



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[Off-Domain Opportunities (CPM)]

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Run of Economist Radio

In a multiplatform landscape, many readers are now also listeners. Reach Economist listeners via Economist Radio. Content is available for streaming or downloaded via Apple and Google podcasts. New episodes are published daily with The Intelligence (M-F) and Babbage, Money Talks, Economist Asks, Checks & Balance and Editor's Picks once a week.

	WW	US	CA	UK	EMEA	ASIA	AFRICA
Cost per thousand listens							
Airtime - (Run of all podcasts)*	\$21.25	\$21.25	\$21.25	N/A	N/A	\$21.25	N/A

* Pre-roll, Mid-roll, Post-roll

Weekly Economist Radio Sponsorship

In a multiplatform landscape, many readers are now also listeners. Reach Economist listeners via Economist Radio. Content is available for streaming or downloaded via Apple and Google podcasts. New episodes are published daily with The Intelligence (M-F) and Babbage, Money Talks, Economist Asks, Checks & Balance and Editor's Picks once a week.

	WW	US	CA	UK	EMEA	ASIA	AFRICA
Pre-Roll Sponsorship							
The Intelligence - (Daily (M-F))	\$59,964	\$22,935	\$4,073	N/A	N/A	\$10,492	N/A
Money Talks - (Weekly (Tuesday))	\$11,202	\$4,368	\$735	N/A	N/A	\$2,188	N/A
Babbage - (Weekly (Wednesday))	\$9,653	\$3,614	\$655	N/A	N/A	\$1,954	N/A
Editor's Picks - (Weekly (Thursday))	\$10,293	\$4,070	\$711	N/A	N/A	\$2,131	N/A
The Economist asks - (Weekly (Friday))	\$9,855	\$3,731	\$654	N/A	N/A	\$1,944	N/A
Checks and Balance - (TBD)	\$5,738	\$1,779	\$344	N/A	N/A	\$1,148	N/A
Mid-Roll Sponsorship							
The Intelligence - (Daily (M-F))	\$59,964	\$22,935	\$4,073	N/A	N/A	\$10,492	N/A
Money Talks - (Weekly (Tuesday))	\$11,202	\$4,368	\$735	N/A	N/A	\$2,188	N/A
Babbage - (Weekly (Wednesday))	\$9,653	\$3,614	\$655	N/A	N/A	\$1,954	N/A
Editor's Picks - (Weekly (Thursday))	\$10,293	\$4,070	\$711	N/A	N/A	\$2,131	N/A
Checks and Balance - (TBD)	\$5,738	\$1,779	\$344	N/A	N/A	\$1,148	N/A
Post-Roll Sponsorship							
The Intelligence - (Daily (M-F))	\$59,964	\$22,935	\$4,073	N/A	N/A	\$10,492	N/A
Money Talks - (Weekly (Tuesday))	\$11,202	\$4,368	\$735	N/A	N/A	\$2,188	N/A
Babbage - (Weekly (Wednesday))	\$9,653	\$3,614	\$655	N/A	N/A	\$1,954	N/A
Editor's Picks - (Weekly (Thursday))	\$10,293	\$4,070	\$711	N/A	N/A	\$2,131	N/A
The Economist asks - (Weekly (Friday))	\$9,855	\$3,731	\$654	N/A	N/A	\$1,944	N/A
Checks and Balance - (TBD)	\$5,738	\$1,779	\$344	N/A	N/A	\$1,148	N/A
All Positions Sponsorship							
The Intelligence - (Daily (M-F))	\$179,893	\$68,805	\$12,220	N/A	N/A	\$31,477	N/A
Money Talks - (Weekly (Tuesday))	\$33,605	\$13,104	\$2,205	N/A	N/A	\$6,564	N/A
Babbage - (Weekly (Wednesday))	\$28,959	\$10,842	\$1,965	N/A	N/A	\$5,861	N/A
Editor's Picks - (Weekly (Thursday))	\$30,879	\$12,209	\$2,133	N/A	N/A	\$6,393	N/A
The Economist asks - (Weekly (Friday))**	\$19,709	\$7,462	\$1,307	N/A	N/A	\$3,888	N/A
Checks and Balance - (TBD)	\$11,475	\$3,557	\$689	N/A	N/A	\$2,295	N/A

**Pre-roll and Post-roll

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Run of Audience

Ideas People Media is a select alliance of 85+ premium digital Publishers that have been identified by The Economist Group for reaching a like-minded audience to our subscribers. This product adds scale, efficiency, and reach to digital campaigns.

Reach Ideas People across all network partners

	WW	NA	UK	CE	MEA	ASIA	LA	TE
728x90	\$12	\$14	\$17	\$15	\$15	\$15	\$15	\$16
970x250	\$23	\$25	\$30	\$27	\$27	\$27	\$27	\$29
300x250	\$14	\$15	\$18	\$16	\$16	\$16	\$16	\$17
300x600	\$19	\$21	\$26	\$23	\$23	\$23	\$23	\$25

Contextual Targeting

Focus packages enable brands to position their message within a targeted range of content that fits their objectives, for example the thought leadership package will target business leaders exploring both business and politics. Targeting by themed context will allow advertisers to reach a mind-set as well as demographics throughout the sites and across specific content.

Available packages include: Business & management, Thought leadership, Technology & innovation, Travel & lifestyle focus packages

	WW	NA	UK	CE	MEA	ASIA	LA	TE
728x90	\$14	\$16	\$20	\$17	\$17	\$17	\$17	\$18
970x250	\$26	\$29	\$35	\$31	\$31	\$31	\$31	\$33
300x250	\$16	\$17	\$21	\$18	\$18	\$18	\$18	\$20
300x600	\$22	\$24	\$30	\$26	\$26	\$26	\$26	\$29

Audience targeting

Reach your target audience across Economist.com leveraging 1st party data that The Economist holds on our readers or an overlay of 3rd party data

	WW	NA	UK	CE	MEA	ASIA	LA	TE
728x90	\$17	\$19	\$22	\$20	\$20	\$20	\$20	\$21
970x250	\$28	\$30	\$35	\$32	\$32	\$32	\$32	\$34
300x250	\$19	\$20	\$23	\$21	\$21	\$21	\$21	\$22
300x600	\$24	\$26	\$31	\$28	\$28	\$28	\$28	\$30

Note: 3rd party targeting incurs a \$5 CPM cost



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Mobile & Custom Solutions

Reach Ideas People on their mobile devices, with this high impact rich media, mobile only format

	WW	NA	UK	CE	MEA	ASIA	LA	TE
Smartphone 320x50	\$9	\$10	\$12	\$11	\$11	\$11	\$11	\$11
Smartphone 300x250	\$15	\$17	\$20	\$18	\$18	\$18	\$18	\$19
Tablet 728x90	\$13	\$15	\$19	\$17	\$17	\$17	\$17	\$18
Tablet 300x250	\$15	\$17	\$20	\$18	\$18	\$18	\$18	\$19

Drive hub traffic or accentuate brand natively on homepages/ section fronts and/or article pages

	WW	NA	UK	CE	MEA	ASIA	LA	TE
Sponsored Content - Brand Spotlight***	\$38	\$38	\$40	\$40	\$40	\$40	\$40	\$40

*** Prices cannot be discounted when guaranteeing viewability

Video products

Run pre-roll against editorial videos

	WW	NA	UK	CE	MEA	ASIA	LA	TE
Pre-roll	\$40	\$42	\$45	\$43	\$43	\$43	\$43	\$45

Run video natively in the editorial content stream on network sites

	WW	NA	UK	CE	MEA	ASIA	LA	TE
In-content video :15 **	\$0.35	\$0.35	\$0.35	\$0.35	\$0.35	\$0.35	\$0.35	\$0.35
In-content video :30**	\$0.45	\$0.45	\$0.45	\$0.45	\$0.45	\$0.45	\$0.45	\$0.45

** In-content video is priced on a cost per completed view (CPCV) and serves on Articles Pages only

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[Programmatic On-Domain Opportunities (CPM)]

USD Net

Private Marketplace / Private Auction - ROS

PMPs transact in a header bidder auction, and are compatible with all major DSPs. Deals may be provided at flat rate or first price auction, depending on buyer preference. All deals remain open to Run of Site to capture the entire premium audience of Economist.com for best performance. All programmatic transaction sales are final.

	NA	UK	CE	MEA	APAC	LA
Mobile/Tablet						
300x250	\$23	\$26	\$25	\$17	\$22	\$17
In Content Video**	\$50	\$50	\$50	\$50	\$50	\$50
Desktop						
300x250	\$32	\$38	\$35	\$24	\$31	\$24
300x600	\$36	\$42	\$40	\$27	\$35	\$27
728x90	\$43	\$50	\$47	\$32	\$42	\$32
970x250	\$47	\$55	\$50	\$35	\$45	\$35
In Content Video**	\$50	\$50	\$50	\$50	\$50	\$50

** In Content video serves on Articles Pages only

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[Viewability Premium Policy]

Viewability Premiums (Add premiums to Premium Run of Audience Opportunities)

IAB 75% (+10%)

IAB 100% (+30%)

Group M 100%

MPU/Billboard/Leaderboard - (+30%)

Large MPU - (+70%)

IPM Brand Spotlight offered with a viewability Guarantee cannot be discounted

[Contact details]

Our sales organisation is structured by industry verticals to better serve our clients in their core industry led marketing challenges. Those verticals are Financial Services, Technology, Business & Professional Services, Corporate & Industrial, Luxury, and Careers

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