

Rate card 2026

**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 2026

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 2026

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 2026

The Economist Newspaper and weekly apps

**ECONOMIST
IMPACT**

UK and Continental Europe

USD Gross

Display

Advertising

Print with digital

Page facing editorial	92,700
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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.

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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 2026

The Economist Newspaper and weekly apps



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

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 2026

The Economist Newspaper and weekly apps

**ECONOMIST
IMPACT**

Middle East and Africa

USD Gross

Display

Advertising

Print with digital

Page facing editorial 14900

Print premium

Double-page spread 26300

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 2026

The Economist Newspaper and weekly apps

**ECONOMIST
IMPACT**

The Americas

USD Gross

Display

Advertising

Print with digital

Page facing editorial 62,800

Print premium

Outside back cover 81,400

Double-page spread 125,700

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 gross, subject to local taxes.

Rates are valid until 31 December 2026

The Americas sub-editions

The Economist Newspaper and weekly apps

**ECONOMIST
IMPACT**

Northeast

USD Gross

Print

Page facing editorial 32,000

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

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

Print premium

Double-page spread 15,500

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 2026

The Economist Newspaper and weekly apps

**ECONOMIST
IMPACT**

Asia / Pacific

USD Gross

Display

Advertising

Print with digital

Page facing editorial 24,700

Print premium

Outside back cover 31,900

Double-page spread 40,800

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 2026