

# Rate card 2026



## The Economist newspaper.

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.

### **GBP 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**

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## Worldwide

### GBP Gross

Display

Advertising

### Print with digital

Page facing editorial 97,500

### Print premium

Outside back cover 127,200

Inside front cover spread 208,800

Double-page spread 173,800

### Weekly Edition - digital

First Swipe - Please refer to the digital rate card

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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 2026**

# The Economist Newspaper and weekly apps

**ECONOMIST  
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## Worldwide excluding the Americas

### GBP Gross

#### Print with digital

Page facing editorial	77,600
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#### Print premium

Outside back cover	100,700
Double-page spread	129,300

#### Weekly Edition - digital

First Swipe - Please refer to the digital rate card

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**10% premium for guaranteed positions**

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# The Economist Newspaper and weekly apps

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## EMEA

### GBP Gross

Display

Advertising

#### Print with digital

Page facing editorial 56,900

#### Print premium

Outside back cover 74,200

Double-page spread 94,300

#### Weekly Edition - digital

First Swipe - Please refer to the digital rate card

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**10% premium for guaranteed positions**

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# The Economist Newspaper and weekly apps

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## UK and Continental Europe

### GBP Gross

#### Print with digital

Page facing editorial 52,600

#### Print premium

Outside back cover 68,400  
Double-page spread 87,500

#### Weekly Edition - digital

First Swipe - Please refer to the digital rate card

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# The Economist Newspaper and weekly apps

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## United Kingdom

### GBP Gross

Display  
Advertising

#### Print with digital

Page facing editorial 22,400

#### Print premium

Outside back cover 29,000  
Double-page spread 37,400

#### Weekly Edition - digital

First Swipe - Please refer to the digital rate card

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## London only\*

#### Print with digital

Page facing editorial 14,500

#### Print premium

Double-page spread 24,100

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**Print-only rates and volume discounts available on request**

**10% premium for guaranteed positions**

**\*Only run of book and date flexible**

**All rates are gross, subject to local taxes.**

**Rates are valid until 31 December 2026**

# The Economist Newspaper and weekly apps

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## Continental Europe

### GBP Gross

Display

Advertising

#### Print with digital

Page facing editorial	30,750
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#### Print premium

Outside back cover	40,000
Double-page spread	51,200

#### Weekly Edition - digital

First Swipe - Please refer to the digital rate card

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**Print-only rates and volume discounts available on request**

**10% premium for guaranteed positions**

**\*Only run of book and date flexible**

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# The Economist Newspaper and weekly apps

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## Middle East and Africa

### GBP Gross

Display

Advertising

#### Print with digital

Page facing editorial 8,900

#### Print premium

Double-page spread 15,400

#### 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

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## The Americas

### GBP Gross

Display

Advertising

#### Print with digital

Page facing editorial 35,300

#### Print premium

Outside back cover 44,800  
Double-page spread 70,600

#### Weekly Edition - digital

First Swipe - Please refer to the digital rate card

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## Canada only\*

#### Print with digital

Page facing editorial 4,450

#### Print premium

Double-page spread 8,900

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\*Only run of book and date flexible

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  
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## Asia Pacific

### GBP Gross

#### Print with digital

Page facing editorial	14300
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#### Print premium

Outside back cover	18700
Double-page spread	24000

#### Weekly Edition - digital

First Swipe - Please refer to the digital rate card

#### Exclusive app sponsorship: WeChat

Monthly sponsorship	36600
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