

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 Net

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

GBP Net

Display

Advertising

Print with digital

Page facing editorial	82,900
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Print premium

Outside back cover	108,100
Inside front cover spread	177,500
Double-page spread	147,700

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 net, subject to local taxes.

Rates are valid until 31 December 2026

The Economist Newspaper and weekly apps

**ECONOMIST
IMPACT**

Worldwide excluding the Americas

GBP Net

Print with digital

Page facing editorial	66,000
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Print premium

Outside back cover	85,600
Double-page spread	109,900

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 net, subject to local taxes.

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The Economist Newspaper and weekly apps

**ECONOMIST
IMPACT**

EMEA

GBP Net

Display

Advertising

Print with digital

Page facing editorial 48,400

Print premium

Outside back cover 63,100

Double-page spread 80,200

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

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The Economist Newspaper and weekly apps

**ECONOMIST
IMPACT**

UK and Continental Europe

GBP Net

Print with digital

Page facing editorial	44,700
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Print premium

Outside back cover	58,100
Double-page spread	74,400

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

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The Economist Newspaper and weekly apps

**ECONOMIST
IMPACT**

United Kingdom

GBP Net

Display

Advertising

Print with digital

Page facing editorial 19,000

Print premium

Outside back cover 24,650
Double-page spread 31,800

Weekly Edition - digital

First Swipe - Please refer to the digital rate card

London only*

Print with digital

Page facing editorial 12,350

Print premium

Double-page spread 20,500

Print-only rates and volume discounts available on request

*Only run of book and date flexible

10% premium for guaranteed positions

All rates are net, subject to local taxes.

Rates are valid until 31 December 2026

The Economist Newspaper and weekly apps

**ECONOMIST
IMPACT**

Continental Europe

GBP Net

Display

Advertising

Print with digital

Page facing editorial 26,150

Print premium

Outside back cover 34,000

Double-page spread 43,500

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 net, subject to local taxes.

Rates are valid until 31 December 2026

The Economist Newspaper and weekly apps

**ECONOMIST
IMPACT**

Middle East and Africa

GBP Net

Display
Advertising

Print with digital

Page facing editorial 7,550

Print premium

Double-page spread 13,100

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 net, subject to local taxes.

Rates are valid until 31 December 2026

The Economist Newspaper and weekly apps

**ECONOMIST
IMPACT**

The Americas

GBP Net

Display

Advertising

Print with digital

Page facing editorial 30,000

Print premium

Outside back cover 38,100
Double-page spread 60,000

Weekly Edition - digital

First Swipe - Please refer to the digital rate card

Canada only*

Print with digital

Page facing editorial* 3,800

Print premium

Double-page spread* 7,550

Print-only rates and volume discounts available on request

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

10% premium for guaranteed positions

All rates are net, subject to local taxes.

Rates are valid until 31 December 2026

The Economist Newspaper and weekly apps

**ECONOMIST
IMPACT**

Asia Pacific

GBP Net

Print with digital

Page facing editorial 12,200

Print premium

Outside back cover 15,900
Double-page spread 20,400

Weekly Edition - digital

First Swipe - Please refer to the digital rate card

Exclusive app sponsorship: WeChat

Monthly sponsorship 31,100

Print-only rates and volume discounts available on request

10% premium for guaranteed positions

All rates are net, subject to local taxes.

Rates are valid until 31 December 2026