

# 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 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

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## Worldwide

### USD Net

Display

Advertising

### Print with digital

Page facing editorial 145,350

### Print premium

Outside back cover 189,125

Inside front cover spread 312,545

Double-page spread 260,100

### 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 net, subject to local taxes.**

**Rates are valid until 31 December 2026**

# The Economist Newspaper and weekly apps

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## Worldwide excluding the Americas

### USD Net

#### Print with digital

Page facing editorial	108,100
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#### Print premium

Outside back cover	140,930
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Double-page spread	180,730
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#### 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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## EMEA

### USD Net

Display

Advertising

Page facing editorial 84,065

### Print premium

Outside back cover 109,438

Double-page spread 140,080

### 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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## UK and Continental Europe

### USD Net

Display

Advertising

### Print with digital

Page facing editorial

78,795

### Print premium

Outside back cover

102,425

Double-page spread

131,325

### 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

### USD Net

Display

Advertising

#### Print with digital

Page facing editorial 34,765

#### Print premium

Outside back cover 45,220

Double-page spread 58,055

#### Weekly Edition - digital

First Swipe - Please refer to the digital rate card

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## London only\*

#### Print with digital

Page facing editorial 20,315

#### Print premium

Double-page spread 33,788

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

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

**10% premium for guaranteed positions**

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# The Economist Newspaper and weekly apps



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## Continental Europe

USD Net	
Display	
Advertising	

### Print with digital

Page facing editorial	45,560
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### Print premium

Outside back cover	59,075
Double-page spread	75,820

### Weekly Edition - digital

First Swipe - Please refer to the digital rate card

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**\*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

### USD Net

Display

Advertising

#### Print with digital

Page facing editorial 12,665

#### Print premium

Double-page spread 22,355

#### 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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## The Americas

### USD Net

Display

Advertising

#### Print with digital

Page facing editorial 53,380

#### Print premium

Outside back cover 69,190

Double-page spread 106,845

#### 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**

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# The Americas sub-editions

## The Economist Newspaper and weekly apps



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### Northeast

USD Net	
<b>Print</b>	
Page facing editorial	27,200
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.	

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### Midwest and Westcoast

<b>Print</b>	
Page facing editorial	27,200
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.	

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### Canada only

<b>Print with digital</b>	
Page facing editorial	6,630
<b>Print premium</b>	
Double-page spread	13,175

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

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# The Economist Newspaper and weekly apps

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## Asia / Pacific

### USD Net

Display  
Advertising

#### Print with digital

Page facing editorial 20,995

#### Print premium

Outside back cover 27,115

Double-page spread 34,680

#### Weekly Edition - digital

First Swipe - Please refer to the digital rate card

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