The Economist
WORLDWIDE BRAND REPORT
January - June 2017

More than just a newspaper, The Economist Group is a media company that creates mind-stretching text, audio, video and live experiences for an engaged audience of the globally curious. Founded in 1843, The Economist continues to lead the debate in the pursuit of progress around the world by providing bold ideas, a global perspective and rigorous analysis on world affairs.

PRINT & DIGITAL EDITION- WORLDWIDE
1,444,936
Average Circulation

Digital
402,085

Print
1,042,851

WORLDWIDE EDITIONS
1,444,936
Magazine
(Print & Digital Editions)

11,372,596
Online

Average Circulation

Monthly Average Unique Browsers

57% North America
17% United Kingdom
14% Continental Europe
10% Asia Pacific
1% Middle East/Africa
1% Latin America

ACTIVELY PURCHASED
Magazine (Print & Digital Editions)

Worldwide
Latin America
United Kingdom
Continental Europe
Asia Pacific
North America
Middle East/ Africa

89.9%
99.8%
95.2%
95.2%
91.1%
86.9%
81.3%

WEB & NEWSLETTERS
WWW.ECONOMIST.COM
519,240
Daily Average Unique Browsers
11,372,596
Monthly Average Unique Browsers

NEWSLETTERS
@ECONOMIST
1,509,672
Combined Net Distribution
23,792,549
Aggregated Gross Distribution per month

SOCIAL MEDIA
24,368,299
TWITTER
Twitter followers (Group)

4,187,909
LINKEDIN
LinkedIn followers

9,587,023
FACEBOOK
Facebook page likes (Group)

1,087,615
INSTAGRAM
Instagram followers

More information:
To find out more about ABC, please visit abc.org.uk

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**WORLDWIDE BRAND REPORT**
January - June 2017

### The Economist Newspaper

The Economist newspaper was established in 1843 to take part in a “severe contest between intelligence, which presses forward, and unworthy, timid ignorance obstructing our progress.”

With a reputation for insightful analysis and perspective on every aspect of world events, The Economist is one of the most widely recognised and well-read current affairs publications. The paper covers politics, business, science and technology, and books and arts, concluding each week with the obituary.

<table>
<thead>
<tr>
<th>The Economist Newspaper</th>
<th>Print</th>
<th>Digital Edition</th>
<th>Combined</th>
</tr>
</thead>
<tbody>
<tr>
<td>Worldwide</td>
<td>1,042,851</td>
<td>402,085</td>
<td>1,444,936</td>
</tr>
<tr>
<td>North America Edition</td>
<td>625,552</td>
<td>198,426</td>
<td>823,978</td>
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<tr>
<td>United Kingdom Edition</td>
<td>162,431</td>
<td>85,765</td>
<td>248,196</td>
</tr>
<tr>
<td>Continental Europe Edition</td>
<td>144,710</td>
<td>49,833</td>
<td>194,543</td>
</tr>
<tr>
<td>Asia Pacific Edition</td>
<td>87,910</td>
<td>50,093</td>
<td>138,003</td>
</tr>
<tr>
<td>Middle East/Africa Edition</td>
<td>15,234</td>
<td>6,311</td>
<td>21,545</td>
</tr>
<tr>
<td>Latin America Edition</td>
<td>7,014</td>
<td>11,657</td>
<td>18,671</td>
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</tbody>
</table>

### Economist.com

Available on desktops and mobile devices, economist.com includes all the content from the print edition, with additional digital only blogs and editorial, including digital-first audio and video programmes.

<table>
<thead>
<tr>
<th>The Economist Online</th>
<th>Daily Avg UBs</th>
<th>Monthly Avg UBs</th>
<th>Monthly Visits</th>
<th>Monthly Page Impressions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Worldwide</td>
<td>519,240</td>
<td>11,372,596</td>
<td>17,577,660</td>
<td>31,109,642</td>
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<tr>
<td>North America</td>
<td>228,315</td>
<td>5,188,086</td>
<td>7,642,417</td>
<td>13,177,319</td>
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<tr>
<td>Continental Europe</td>
<td>98,314</td>
<td>2,090,444</td>
<td>3,370,060</td>
<td>6,317,154</td>
</tr>
<tr>
<td>Asia Pacific</td>
<td>86,213</td>
<td>1,792,488</td>
<td>2,956,562</td>
<td>5,241,635</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>61,774</td>
<td>1,341,579</td>
<td>2,091,671</td>
<td>3,768,009</td>
</tr>
<tr>
<td>Latin America</td>
<td>22,605</td>
<td>468,313</td>
<td>777,780</td>
<td>1,385,533</td>
</tr>
<tr>
<td>Middle East/Africa</td>
<td>22,019</td>
<td>491,687</td>
<td>739,172</td>
<td>1,219,993</td>
</tr>
</tbody>
</table>

### The Economist App

Offering the same immersive experience readers get with the print version of the newspaper, The Economist app is the leading digital magazine in the world because it provides premium editorial that can be quickly downloaded, accessed from any mobile operating system, and easily listened to while on the move.

<table>
<thead>
<tr>
<th>The Economist App</th>
<th>Daily Average UBs</th>
<th>Weekly Average UBs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Worldwide</td>
<td>119,884</td>
<td>432,608</td>
</tr>
<tr>
<td>North America Edition</td>
<td>187,480</td>
<td></td>
</tr>
<tr>
<td>Continental Europe Edition</td>
<td>78,836</td>
<td></td>
</tr>
<tr>
<td>United Kingdom Edition</td>
<td>74,102</td>
<td></td>
</tr>
<tr>
<td>Asia Pacific Edition</td>
<td>72,037</td>
<td></td>
</tr>
<tr>
<td>Latin America Edition</td>
<td>14,634</td>
<td></td>
</tr>
<tr>
<td>Middle East/Africa Edition</td>
<td>8,626</td>
<td></td>
</tr>
</tbody>
</table>

**Weekly Average UBs by Platform**

<table>
<thead>
<tr>
<th>Platform</th>
<th>Weekly Average UBs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Worldwide</td>
<td>432,608</td>
</tr>
<tr>
<td>iPhone</td>
<td>183,717</td>
</tr>
<tr>
<td>iPad</td>
<td>143,956</td>
</tr>
<tr>
<td>Android</td>
<td>98,310</td>
</tr>
<tr>
<td>Other</td>
<td>6,625</td>
</tr>
</tbody>
</table>

* See appendix 3 for more details

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The Economist Newsletter

The Economist offers registered users two editorially-curated newsletters every week. Published every Thursday, “Editor’s picks” is a must-read selection of articles from this week’s issue of The Economist, straight from the desk of Editor-in-Chief, Zanny Minton Beddoes. The “Daily Dispatch” newsletter is published daily, Mondays through to Friday and highlights some of the best digital-only content from our blogs and multimedia.

<table>
<thead>
<tr>
<th>Mailings in period</th>
<th>Combined Net Distribution</th>
<th>Combined Gross Distribution</th>
<th>Aggregated Gross Distribution per month</th>
<th>Combined Gross emails opened</th>
<th>Open rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Economist - Total Newsletters</td>
<td>156</td>
<td>1,509,672</td>
<td>2,248,910</td>
<td>23,792,549</td>
<td>500,423</td>
</tr>
<tr>
<td>Editors Picks</td>
<td>26</td>
<td>1,438,490</td>
<td></td>
<td>6,233,456</td>
<td>322,054</td>
</tr>
<tr>
<td>Daily Dispatch</td>
<td>130</td>
<td>810,420</td>
<td></td>
<td>17,559,093</td>
<td>178,369</td>
</tr>
</tbody>
</table>

The Economist Social Media

The Economist’s editorial team tailors its regular reporting, insight and analysis on a number of social media platforms to engage with loyal fans and to reach a wider audience of people who may be discovering The Economist for the first time.

<table>
<thead>
<tr>
<th>The Economist Social Media</th>
<th>As of June 30th</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook Likes (Group)</td>
<td>9,587,023</td>
</tr>
<tr>
<td>Twitter Followers (Group)</td>
<td>24,368,299</td>
</tr>
<tr>
<td>LinkedIn Followers</td>
<td>4,187,909</td>
</tr>
<tr>
<td>LinkedIn Members</td>
<td>99,836</td>
</tr>
<tr>
<td>Google+ Circle Members</td>
<td>10,495,016</td>
</tr>
<tr>
<td>Instagram Followers</td>
<td>1,087,615</td>
</tr>
<tr>
<td>YouTube Subscribers</td>
<td>299,767</td>
</tr>
<tr>
<td>Line Followers</td>
<td>888,299</td>
</tr>
<tr>
<td>Weibo Followers</td>
<td>691,697</td>
</tr>
<tr>
<td>WeChat Followers</td>
<td>318,329</td>
</tr>
</tbody>
</table>

* See appendix 2 for more details

Supporting notes

Data from the following individual certificates has been used to create this report (these certificates in turn may contain data from other certificates):

- [The Economist – Worldwide Sales Group](#)
- [www.economist.com](#)
- [Economist App](#)
- [The Economist – Total Newsletters](#)

About ABC

We are governed by the media industry, for the media industry and are expert at setting data and process standards across multiple platforms. We provide a stamp of trust for media buyers, media owners, publishers and digital traders in existing and emerging platforms.

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Regional Editions

North America
Latin America
UK
Continental Europe
Middle East and Africa
Asia Pacific

Links to the individual regional ABC certificates are available on the following pages and on the ABC website www.abc.org.uk.

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The Economist
WORLDWIDE BRAND REPORT
January - June 2017

The Economist
United Kingdom Edition

Magazine (Print & Digital Edition)

Average Circulation 248,196
Actively Purchased 95.2%

Print 162,431 65%
Digital 85,765 35%

Website & Apps (United Kingdom)

Daily Avg
Unique Browsers
Web 61,774
Monthly Avg
Unique Browsers
Web 1,341,579
Monthly Visits
Web 2,091,671
Monthly Page Impressions
Web 3,768,009
Weekly Average
Unique Browsers
App 74,102

Newsletters - Worldwide

The Economist - Total Newsletters

Mailings in period 156
Combined Gross Distribution 2,248,910
Aggregated Gross Distribution per month 23,792,549
Combined Gross emails opened 500,423
Open rate 22.2%

Mailings in period 26
Editors Picks
Average Net Distribution 1,438,490
Aggregated Gross Distribution per month 6,233,456
Average emails opened 322,054
Open rate 22.4%

Mailings in period 130
Daily Dispatch
810,420
17,559,093
178,369
22.0%

Social Media - Worldwide

* See appendix 2 for more details
Facebook Likes (Group) 9,587,023
Twitter Followers (Group) 24,368,299
LinkedIn Followers 4,187,909
LinkedIn Members 99,836
Google+ Circle Members 10,495,016
Instagram Followers 1,087,615
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Weibo 691,697
WeChat 318,329

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W: www.economist.com
Appendix 1. Actively Purchased

‘Actively Purchased’ copies are the sum of circulation from the following categories:

i) Retail Sales sold for at least 20% of Full Rate
ii) Single Copy Sales sold for at least 20% of Full Rate
iii) Single Copy Subscription Sales

For explanation of terms and reporting criteria please visit the ABC Reporting Standards http://abcstandards.org.uk/

Appendix 2. Social Media

All Social Media figures were as of June 30th 2017 and are the total of the following pages or profiles for each platform.

Facebook Likes (Group): 9,587,023
https://www.facebook.com/TheEconomist
https://www.facebook.com/EconomistAsia
https://www.facebook.com/economistthinkingspace

Twitter Followers (Group): 24,368,299
https://twitter.com/theeconomist
http://twitter.com/econbizfin
http://twitter.com/econeconomics
http://twitter.com/econdailycharts
http://twitter.com/econscitech
http://twitter.com/econUS
http://twitter.com/econeurope
http://twitter.com/econculture
http://twitter.com/econmeafrica
http://twitter.com/econbritain
http://twitter.com/econdiscuss

LinkedIn Members: 99,836
http://www.linkedin.com/groups/Economist-official-group-
Economist-newspaper-3056216

Google+ Circle Members: 10,495,016
https://plus.google.com/u/1/+TheEconomist

Instagram Followers: 1,087,615
https://www.instagram.com/theeconomist/

YouTube Subscribers: 299,767
https://www.youtube.com/user/EconomistMagazine

Line Followers: 888,299
The Economist Official Account within the Line App

Weibo Followers: 691,697
http://weibo.com/economistgroup/profile

WeChat Followers: 318,329
TheEconomistGroup

Appendix 3. The Economist App

The Economist App Unique Browsers are deduped per edition for the regional breakdown and deduped at a global level for the worldwide figures.

Appendix 4. Economist Newsletters

Average Net Distribution: Net Distribution is defined as the total number of emails successfully sent as part of a single mailing to all email addresses on the distribution list, de-duplicated by email address.

Combined Net Distribution: The Combined Net Distribution is defined as the combined total Net Distribution of each of the separate mailings included on a Group Certificate, de-duplicated by email address between the last mailing on each email distribution certificate included on the Group Certificate.

Combined Gross Distribution: On the group certificate - it is the sum of the average net distributions un-deduped.

Aggregated Gross Distribution per month: This is calculated as the sum of all mailings divided by the number of months covered by this certificate.

Average e-mails Opened: Defined as the total number of emails included in the Net Distribution that have been opened.

Combined Gross emails opened: The combined total of emails opened of each of the separate mailings included on a Group Certificate, but without removing duplicate email addresses between the last mailing on each email distribution certificate included in the Group Certificate.

Open Rate: The percentage of e-mails opened against the total distribution of each newsletter. For the group figure the percentage is taken from the combined gross distribution.

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