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**

1,391,671
Average Circulation

- Digital: 430,685
- Print: 960,986

**WORLDWIDE EDITIONS**

- Magazine (Print & Digital Editions): 1,391,671
- Online: 10,199,274

**ACTIVELY PURCHASED**

*See appendix 1 for more details

<table>
<thead>
<tr>
<th>Region</th>
<th>Total</th>
<th>% of Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Worldwide</td>
<td>55%</td>
<td></td>
</tr>
<tr>
<td>Latin America</td>
<td>15%</td>
<td></td>
</tr>
<tr>
<td>North America</td>
<td>10%</td>
<td></td>
</tr>
<tr>
<td>United Kingdom</td>
<td>18%</td>
<td></td>
</tr>
<tr>
<td>Continental Europe</td>
<td>15%</td>
<td></td>
</tr>
<tr>
<td>Asia Pacific</td>
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<tr>
<td>Middle East/Africa</td>
<td>1%</td>
<td></td>
</tr>
<tr>
<td>Latin America</td>
<td>1%</td>
<td></td>
</tr>
</tbody>
</table>

**WEB & NEWSLETTERS**

- **WWW.ECONOMIST.COM**
  - Daily Average Unique Browsers: 436,250
  - Monthly Average Unique Browsers: 10,199,274

- **NEWSLETTERS**
  - Combined Net Distribution: 1,134,032
  - Aggregated Gross Distribution per month: 21,743,997

**SOCIAL MEDIA**

- **TWITTER**
  - Twitter followers (Group): 25,801,353
- **LINKEDIN**
  - LinkedIn followers: 5,159,413
- **FACEBOOK**
  - Facebook page likes (Group): 9,879,635
- **INSTAGRAM**
  - Instagram followers: 1,431,528

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

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20 Cabot Square
Canary Wharf
London
E14 4NW

Sue Moore
Senior Marketing Analyst
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W: www.economist.com
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>960,986</td>
<td>430,685</td>
<td>1,391,671</td>
</tr>
<tr>
<td>North America Edition</td>
<td>545,575</td>
<td>212,493</td>
<td>758,068</td>
</tr>
<tr>
<td>United Kingdom Edition</td>
<td>165,471</td>
<td>86,658</td>
<td>254,129</td>
</tr>
<tr>
<td>Continental Europe Edition</td>
<td>144,783</td>
<td>56,636</td>
<td>201,419</td>
</tr>
<tr>
<td>Asia Pacific Edition</td>
<td>83,918</td>
<td>54,052</td>
<td>137,970</td>
</tr>
<tr>
<td>Middle East/Africa Edition</td>
<td>13,814</td>
<td>6,450</td>
<td>20,264</td>
</tr>
<tr>
<td>Latin America Edition</td>
<td>7,425</td>
<td>12,396</td>
<td>19,821</td>
</tr>
</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>436,250</td>
<td>10,122,274</td>
<td>14,812,643</td>
<td>26,123,495</td>
</tr>
<tr>
<td>North America</td>
<td>194,770</td>
<td>4,694,769</td>
<td>6,544,051</td>
<td>11,901,166</td>
</tr>
<tr>
<td>Continental Europe</td>
<td>85,773</td>
<td>1,952,405</td>
<td>2,939,291</td>
<td>5,742,736</td>
</tr>
<tr>
<td>Asia Pacific</td>
<td>71,589</td>
<td>1,604,988</td>
<td>2,364,636</td>
<td>4,519,297</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>48,722</td>
<td>1,113,270</td>
<td>1,660,241</td>
<td>3,316,946</td>
</tr>
<tr>
<td>Latin America</td>
<td>17,976</td>
<td>397,414</td>
<td>618,400</td>
<td>1,176,909</td>
</tr>
<tr>
<td>Middle East/Africa</td>
<td>17,420</td>
<td>411,035</td>
<td>588,079</td>
<td>1,024,524</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>108,650</td>
<td>386,860</td>
</tr>
<tr>
<td>North America Edition</td>
<td>76,926</td>
<td>157,712</td>
</tr>
<tr>
<td>Continental Europe Edition</td>
<td>65,685</td>
<td>71,480</td>
</tr>
<tr>
<td>United Kingdom Edition</td>
<td>12,913</td>
<td>36,755</td>
</tr>
<tr>
<td>Asia Pacific Edition</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Latin America Edition</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Middle East/Africa Edition</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Weeky Average UBs by Platform

<table>
<thead>
<tr>
<th>Weekly Average UBs by Platform</th>
<th>Worldwide</th>
<th>iPhone</th>
<th>iPad</th>
<th>Android</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>386,860</td>
<td>170,826</td>
<td>112,062</td>
<td>98,256</td>
<td>5,716</td>
</tr>
</tbody>
</table>

* See appendix 3 for more details

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Sue Moore  Senior Marketing Analyst E: suemoore@economist.com W: www.economist.com
WORLDWIDE BRAND REPORT
July - December 2017

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>149</td>
<td>1,134,032</td>
<td>2,083,196</td>
<td>21,743,997</td>
<td>467,606</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Mailings in period</th>
<th>Average Net Distribution</th>
<th>Aggregated Gross Distribution per month</th>
<th>Average emails opened</th>
<th>Open rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Editors Picks</td>
<td>25</td>
<td>1,291,437</td>
<td>5,380,998</td>
<td>287,150</td>
</tr>
<tr>
<td>Daily Dispatch</td>
<td>124</td>
<td>791,759</td>
<td>16,363,009</td>
<td>180,456</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 December 29th</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook Likes (Group)</td>
<td>9,879,635</td>
</tr>
<tr>
<td>Twitter Followers (Group)</td>
<td>25,801,353</td>
</tr>
<tr>
<td>LinkedIn Followers</td>
<td>5,159,413</td>
</tr>
<tr>
<td>LinkedIn Members</td>
<td>98,874</td>
</tr>
<tr>
<td>Google+ Circle Members</td>
<td>10,471,707</td>
</tr>
<tr>
<td>Instagram Followers</td>
<td>1,431,528</td>
</tr>
<tr>
<td>YouTube Subscribers</td>
<td>397,659</td>
</tr>
<tr>
<td>Line Followers</td>
<td>1,043,360</td>
</tr>
<tr>
<td>Weibo Followers</td>
<td>982,525</td>
</tr>
<tr>
<td>WeChat Followers</td>
<td>393,788</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
- 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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The Economist

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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W: www.economist.com
The Economist
WORLDWIDE BRAND REPORT
July - December 2017

The Economist
Latin America Edition

Magazine (Print & Digital Edition)

Average Circulation 19,821
Actively Purchased 100%

Website & Apps (Latin America)

Daily Avg
Unique Browsers
Web 17,976
Unique Browsers
Web 397,414
Monthly Avg
Unique Browsers
Web 618,400
Monthly Page Impressions
Web 1,176,909
Weekly Average
Unique Browsers
App 12,913

Newsletters - Worldwide

The Economist - Total Newsletters

Mailings in period 149
Combined Gross Distribution 2,083,196
Aggregated Gross Distribution per month 21,743,997
Combined Gross emails opened 467,606
Open rate 22%

Mailings in period 25
Average Net Distribution 1,291,437
Aggregated Gross Distribution per month 5,300,988
Average emails opened 287,150
Open rate 22%

Editors Picks
124
791,759
16,363,009
180,456

More information:
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### The Economist

#### Worldwide Brand Report

**July - December 2017**

#### United Kingdom Edition

**Magazine (Print & Digital Edition)**

- **Average Circulation**: 254,129
- **Actively Purchased**: 96%

**Digital**
- 88,658 (35%)

**Print**
- 165,471 (65%)

**Website & Apps (United Kingdom)**

- **Daily Avg**
  - Unique Browsers: 48,722
  - Web: 48,722

- **Monthly Avg**
  - Unique Browsers: 1,113,270
  - Web: 1,113,270

- **Monthly Visits**
  - Web: 1,660,241

- **Monthly Page Impressions**
  - Web: 3,316,946

- **Weekly Average**
  - Unique Browsers: 65,685

**Social Media - Worldwide**

- **Facebook Likes (Group)**: 9,879,635
- **Twitter Followers (Group)**: 26,118,735
- **LinkedIn Followers**: 5,159,413
- **Google+ Circle Members**: 10,471,707
- **Instagram Followers**: 1,431,528
- **YouTube Subscribers**: 397,659
- **Line Followers**: 1,043,360
- **Weibo**: 982,525
- **WeChat**: 393,788

- *See appendix 2 for more details*

**Newsletters - Worldwide**

**The Economist - Total Newsletters**

<table>
<thead>
<tr>
<th>Mailings</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>149</td>
<td>2,083,196</td>
<td>21,743,997</td>
<td>467,606</td>
<td>22%</td>
</tr>
</tbody>
</table>

**Mailings in period**

| Editors Picks | 25 | 1,291,437 | 5,280,988 | 287,150 | 22% |
| Daily Dispatch | 124 | 791,759 | 16,363,009 | 180,456 | 23% |

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

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- London
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- W: www.economist.com
**The Economist**
**WORLDWIDE BRAND REPORT**
July - December 2017

**The Economist**
Middle East/Africa Edition

### Magazine (Print & Digital Edition)
- **Digital**: 6,450 (32%)
- **Print**: 13,814 (68%)

- **Average Circulation**: 20,264
- **Actively Purchased**: 85%

### Website & Apps (Middle East/Africa)
- **Daily Avg Unique Browsers Web**: 17,420
- **Monthly Avg Unique Browsers Web**: 411,035
- **Monthly Visits Web**: 588,079
- **Monthly Page Impressions Web**: 1,024,524
- **Weekly Average Unique Browsers App**: 3,675

### Newsletters - Worldwide
- **The Economist - Total Newsletters**
<table>
<thead>
<tr>
<th>Mailings in period</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></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>149</td>
<td>2,083,196</td>
<td>21,743,997</td>
<td>467,606</td>
<td>22%</td>
</tr>
</tbody>
</table>

- **Editors Picks**
<table>
<thead>
<tr>
<th>Mailings in period</th>
<th>Average Net Distribution</th>
<th>Aggregated Gross Distribution per month</th>
<th>Average emails opened</th>
<th>Open rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>25</td>
<td>1,291,437</td>
<td>5,300,988</td>
<td>287,150</td>
<td>22%</td>
</tr>
</tbody>
</table>

- **Daily Dispatch**
  | Mailings in period | 791,759                  | 16,363,009                            | 180,456                | 23%      |

---

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

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- **Senior Marketing Analyst**
  - E: suemoore@economist.com
  - W: www.economist.com
Appendix 1. Actively Purchased

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

i) Paid Single Copies (Retail Sales and Single Copy Sales)
ii) Paid Subscription Copies - Individual (Single Copy Subscriptions and All You Can Read 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 December 29th 2017 and are the total of the following pages or profiles for each platform.

Facebook Likes (Group): 9,879,635
https://www.facebook.com/TheEconomist
https://www.facebook.com/EconomistAsia
https://www.facebook.com/economistthinkingspace

Twitter Followers (Group): 25,801,353
https://twitter.com/theeconomist
http://twitter.com/econbizfin
http://twitter.com/econeconomics
http://twitter.com/econdailycharts
http://twitter.com/econscitech
http://twitter.com/econoUS
http://twitter.com/econoEurope
http://twitter.com/econculture
http://twitter.com/EconoAsia
http://twitter.com/econbiztravel
http://twitter.com/econbritain
http://twitter.com/econdiscuss

LinkedIn Followers: 5,159,413
https://www.linkedin.com/company/the-economist

LinkedIn Members: 98,874
http://www.linkedin.com/groups/Economist-official-group-Economist-newspaper-3066216

Google+ Circle Members: 10,471,707
https://plus.google.com/1/1/+TheEconomist

Instagram Followers: 1,431,528
https://www.instagram.com/theeconomist/

YouTube Subscribers: 397,659
https://www.youtube.com/user/EconomistMagazine

Line Followers: 1,043,360
The Economist Official Account within the Line App

Weibo Followers: 982,525
http://weibo.com/economistgroup/profile

WeChat Followers: 393,788
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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