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

1,391,671
Magazine
(Print & Digital Editions)

10,199,274
Online

Average Circulation
Monthly Average Unique Browsers

55% North America
18% United Kingdom
15% Continental Europe
10% Asia Pacific
1% Middle East/Africa
1% Latin America

ACTIVELY PURCHASED

* See appendix 1 for more details
Magazine (Print & Digital Editions)

Worldwide

Latin America

North America

United Kingdom

Continental Europe

Asia Pacific

Middle East/ Africa

95%
100%
95%
96%
96%
91%
85%

WEB & NEWSLETTERS

WWW.ECONOMIST.COM

436,250
Daily Average
Unique Browsers

10,199,274
Monthly Average
Unique Browsers

NEWSLETTERS

@1,134,032
Combined
Net Distribution

21,743,997
Aggregated Gross
Distribution per month

SOCIAL MEDIA

25,801,353
TWITTER
Twitter followers (Group)

5,159,413
LINKEDIN
LinkedIn followers

9,879,635
FACEBOOK
Facebook page likes (Group)

1,431,528
INSTAGRAM
Instagram followers

* See appendix 2 for more details

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

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20 Cabot Square
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E14 4GW

Sue Moore
Senior Marketing Analyst
E. suemoore@economist.com
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>88,658</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>10,199,274</td>
<td>14,812,643</td>
<td>26,123,496</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>
<th>Weekly Average UBs by Platform</th>
</tr>
</thead>
<tbody>
<tr>
<td>Worldwide</td>
<td>108,650</td>
<td>386,860</td>
<td>Worldwide: 386,860</td>
</tr>
<tr>
<td>North America Edition</td>
<td>157,712</td>
<td></td>
<td>iPhone: 170,826</td>
</tr>
<tr>
<td>Continental Europe Edition</td>
<td>76,926</td>
<td></td>
<td>iPad: 112,062</td>
</tr>
<tr>
<td>United Kingdom Edition</td>
<td>65,685</td>
<td></td>
<td>Android: 98,256</td>
</tr>
<tr>
<td>Asia Pacific Edition</td>
<td>71,480</td>
<td></td>
<td>Other: 5,716</td>
</tr>
<tr>
<td>Latin America Edition</td>
<td>12,913</td>
<td></td>
<td>* See appendix 3 for more details</td>
</tr>
<tr>
<td>Middle East/Africa Edition</td>
<td>3,675</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
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>5,380,988</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
- 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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Senior Marketing Analyst
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W: www.economist.com
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.
The Economist
WORLDWIDE BRAND REPORT
July - December 2017

The Economist
Latin America Edition

Magazine (Print & Digital Edition)

Digital
12,396 63%

Print
7,425 37%

Average Circulation 19,821
Actively Purchased 100%

Website & Apps (Latin America)

Daily Avg
Unique Browsers
Web
17,976

Monthly Avg
Unique Browsers
Web
397,414

Monthly Visits
Web
618,400

Monthly Page Impressions
Web
1,176,909

Weekly Average
Unique Browsers
App
12,913

Social Media - Worldwide

Facebook Likes (Group)
9,879,635
Twitter Followers (Group)
25,801,353

Linkedin Followers
5,159,413
Linkedin Members
98,874

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

Newsletters - Worldwide

The Economist - Total Newsletters

Mailings in period
Combined Gross Distribution
Aggregated Gross Distribution per month
Combined Gross emails opened
Open rate

149
2,083,196
21,743,997
467,606
22%

Mailings in period
Average Net Distribution
Aggregated Gross Distribution per month
Average emails opened
Open rate

Editors Picks
25
1,291,437
5,380,988
287,150
22%

Daily Dispatch
124
791,759
16,363,009
180,456
23%

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The Economist
WORLDWIDE BRAND REPORT
July - December 2017

The Economist
United Kingdom Edition

Magazine (Print & Digital Edition)

Average Circulation 254,129
Actively Purchased 96%

Print Edition 165,471 65%
Digital Edition 88,658 35%

Website & Apps (United Kingdom)

Daily Avg
Unique Browsers
Web 48,722
Monthly Avg
Unique Browsers
Web 1,113,270
Monthly Visits
Web 1,660,241
Monthly Page Impressions
Web 3,316,946
Weekly Average
Unique Browsers
App 65,685

Social Media - Worldwide

* See appendix 2 for more details
Facebook Likes (Group) 9,879,635
Twitter Followers (Group) 25,801,353
Linkedin Followers 5,159,413
Linkedin Members 98,874
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

Newsletters - Worldwide

The Economist - Total Newsletters

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

Mailings in period
Average Net Distribution
Aggregated Gross Distribution per month
Average emails opened
Open rate
Editors Picks
25 1,291,437 5,380,988 287,150 22%
Daily Dispatch
124 791,759 16,363,009 180,456 23%

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W: www.economist.com

Sue Moore
Senior Marketing Analyst
The Economist
WORLDWIDE BRAND REPORT
July - December 2017

The Economist
Asia Pacific Edition

Magazine (Print & Digital Edition)

- Digital: 54,052 (39%)
- Print: 83,918 (61%)

Average Circulation: 137,970
Actively Purchased: 91%

Website & Apps (Asia Pacific)

- Daily Avg Unique Browsers
  Web: 71,589
- Monthly Avg Unique Browsers
  Web: 1,604,988
- Monthly Visits
  Web: 2,364,636
- Monthly Page Impressions
  Web: 4,519,297
- Weekly Average
  Unique Browsers
  App: 71,480

Social Media - Worldwide

- Facebook Likes (Group): 9,879,635
- Twitter Followers (Group): 25,801,353
- LinkedIn Followers: 5,159,413
- LinkedIn Members: 98,874
- 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 in period</th>
<th>Combined Gross Distribution</th>
<th>Aggregated Gross Distribution per month</th>
<th>Combined Gross emails opened</th>
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</tr>
</thead>
<tbody>
<tr>
<td>149</td>
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<td>21,743,997</td>
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<table>
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Sue Moore
Senior Marketing Analyst
E: suemoore@economist.com
W: www.economist.com
Appendix 1. Actively Purchased

‘Activeley 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/econcitech
http://twitter.com/econUS
http://twitter.com/econeurope
http://twitter.com/econculture
http://twitter.com/EconAsia
http://twitter.com/econbiztravel
http://twitter.com/econoBritain
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-3056216

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

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

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

Line Followers: 1,043,436
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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