

The Economist

WORLDWIDE BRAND REPORT



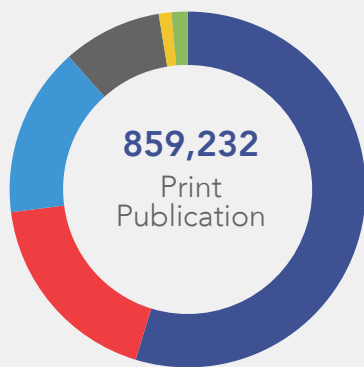
January - June 2019



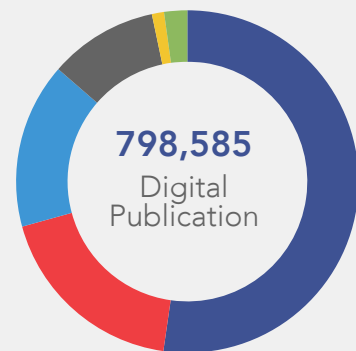
More than just a newspaper, The Economist Group is a media company that creates mind-stretching text, audio and live experiences for an engaged audience of the globally curious.

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.

WORLDWIDE PRINT AND DIGITAL PUBLICATIONS

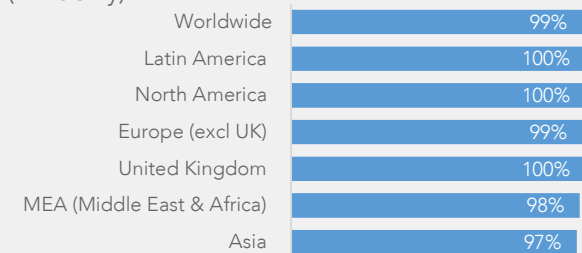


Combined Circulation (average per issue)
1,657,817*



ACTIVELY PURCHASED (Print only)

* See appendix 1 for more details



PAID DIGITAL CIRCULATION



WEB & NEWSLETTERS



WWW.ECONOMIST.COM

359,003

Unique Browsers (daily average)

8,524,948

Unique Browsers (monthly average)



NEWSLETTERS

1,634,629

Combined Net Distribution

29,086,605

Aggregated Gross Distribution (per month)

SOCIAL MEDIA

* See appendix 2 for more details



24,139,479

Twitter followers (Group)



7,987,341

LinkedIn followers



10,171,273

Facebook likes (Group)



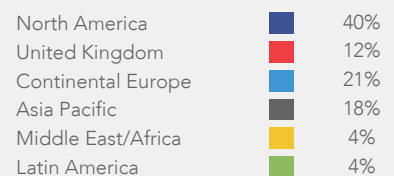
3,543,577

Instagram followers

ONLINE

8,524,948

Unique Browsers (monthly average)



* The Combined Circulation (average per issue) is the Aggregated Total for Print Publication and Digital Publication.

No account has been taken of duplication between the Print Publication and the Digital Publication.

The Worldwide Combined Circulation includes 516,997 print publication and digital publication copies sold together in a bundle.

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WORLDWIDE BRAND REPORT



January - June 2019

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.



| The Economist Newspaper | Print Edition | Digital Edition | Combined |
|----------------------------|---------------|-----------------|-----------|
| Worldwide | 859,232 | 798,585 | 1,657,817 |
| North America Edition | 489,912 | 417,106 | 907,018 |
| United Kingdom Edition | 154,252 | 148,037 | 302,289 |
| Continental Europe Edition | 131,085 | 124,786 | 255,871 |
| Asia Pacific Edition | 67,649 | 82,058 | 149,707 |
| Latin America Editon | 6,412 | 17,506 | 23,918 |
| Middle East/Africa Edition | 9,922 | 9,092 | 19,014 |

Economist.com

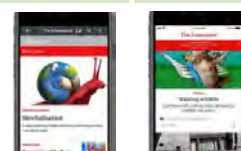
Available on desktops and mobile devices, economist.com includes all the content from the print edition, with additional digital only biogs and editorial, including digital-first audio and video programmes.



| The Economist Online | Daily Ave UB's | Monthly Ave UB's | Monthly Visits | Monthly Page Impressions |
|----------------------------|----------------|------------------|----------------|--------------------------|
| Worldwide | 359,003 | 8,524,949 | 12,084,001 | 22,016,516 |
| North America Edition | 142,491 | 3,436,574 | 4,745,853 | 8,581,193 |
| United Kingdom Edition | 43,425 | 1,021,607 | 1,469,097 | 2,699,519 |
| Continental Europe Edition | 76,662 | 1,803,596 | 2,647,473 | 4,985,152 |
| Asia Pacific Edition | 64,779 | 1,517,403 | 2,165,058 | 3,917,622 |
| Latin America Editon | 15,872 | 363,209 | 536,293 | 983,079 |
| Middle East/Africa Edition | 15,774 | 382,560 | 520,227 | 849,951 |

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.



| | Economist App (Classic) | | Economist App (Classic) | | Economist App (New) | |
|----------------------------|-------------------------|-----------------|-----------------------------|---------|---------------------|-----------------|
| | Daily Ave UB's | Weekly Ave UB's | Weekly Ave UB's by Platform | | Daily Ave UB's | Weekly Ave UB's |
| Worldwide | 90,556 | 318,522 | Worldwide | 318,522 | 48,183 | 92,704 |
| North America Edition | | 124,179 | iPhone | 138,857 | | |
| Continental Europe Edition | | 67,491 | iPad | 82,186 | | |
| Asia Pacific Edition | | 59,417 | Android | 96,645 | | |
| United Kingdom Edition | | 52,363 | Other | 834 | | |
| Latin America Editon | | 11,257 | | | | |
| Middle East/Africa Edition | | 1,928 | | | | |

* See appendix 3 for more details

About this report

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WORLDWIDE BRAND REPORT



January - June 2019

The Economist Newsletter

The Economist offers registered users two editorially-curated newsletters every week. Published every Thursday, "The Economist this week" 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 Economist Today" newsletter is published daily, Mondays through to Friday and highlights some of the best digital-only content from our blogs and multimedia.

The Economist this week



| | Mailings in period | Combined Net Distribution | Combined Gross Distribution | Aggregated Gross Distribution per month | Combined Gross emails opened | Open Rate |
|-----------------------------------|--------------------|---------------------------|-----------------------------|---|------------------------------|-----------|
| The Economist - Total Newsletters | 152 | 1,634,629 | 2,398,238 | 29,086,605 | 602,143 | 25.1% |
| | Mailings in period | Average Net Distribution | | Aggregated Gross Distribution per month | Combined Gross emails opened | Open Rate |
| The Economist this week | 25 | 1,275,065 | | 5,312,771 | 326,406 | 25.6% |
| The Economist today | 127 | 1,123,173 | | 23,773,834 | 275,737 | 24.5% |

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.



| The Economist Social Media | As at 30th June |
|----------------------------|-----------------|
| Facebook likes (Group) | 10,171,273 |
| Twitter Followers (Group) | 24,139,479 |
| LinkedIn followers | 7,987,341 |
| LinkedIn group members | 97,049 |
| Instagram followers | 3,543,577 |
| YouTube subscribers | 910,592 |
| Line followers | 1,328,148 |
| Weibo followers | 1,609,444 |
| WeChat followers | 637,757 |

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](#)
- [The Economist Digital Publication - Circulation](#)
- www.economist.com
- [Economist App \(Classic\)](#)
- [Economist App \(New\)](#)
- [The Economist - Total Newsletters](#)

About ABC

ABC releases data for the UK media industry to use when trading print, digital and event advertising.

Since 1931 we've worked with media buyers and sellers to set impartial, industry-agreed measurement Standards. The figures we publish are prepared to these Standards, audited, and provide a transparent count of total activity.

Our logo stands for quality and trust in media, empowering our £22bn industry to trade with confidence.

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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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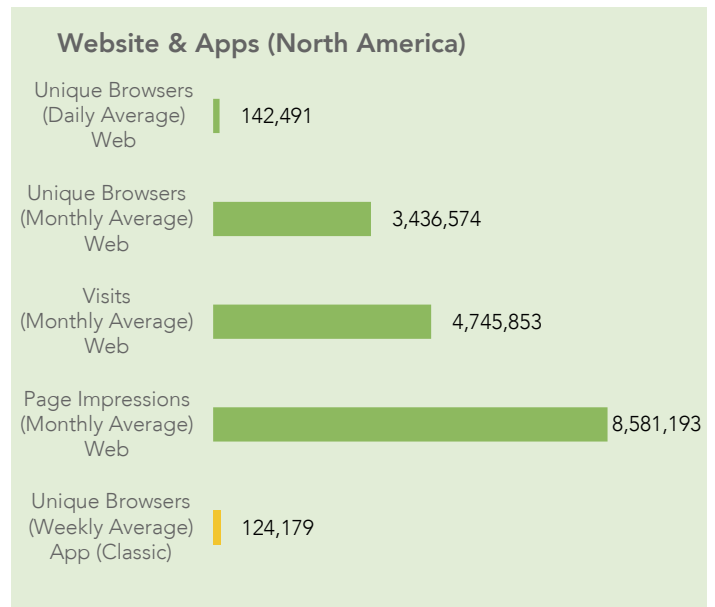
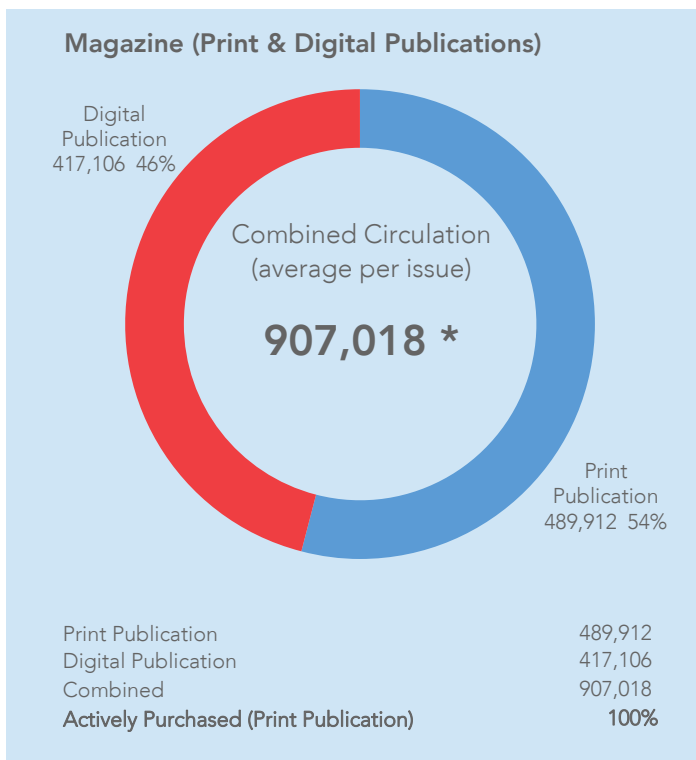
January - June 2019



The Economist



North America Edition



Newsletters - Worldwide

| Mailings in period | Combined Gross Distribution | Aggregated Gross Distribution per month | Combined Gross emails opened | Open rate |
|--|-----------------------------|---|------------------------------|-----------|
| The Economist - Total Newsletters | | | | |
| 152 | 2,398,238 | 29,086,605 | 602,143 | 25% |
| Mailings in period | Average Net Distribution | Aggregated Gross Distribution per month | Average email opened | Open rate |
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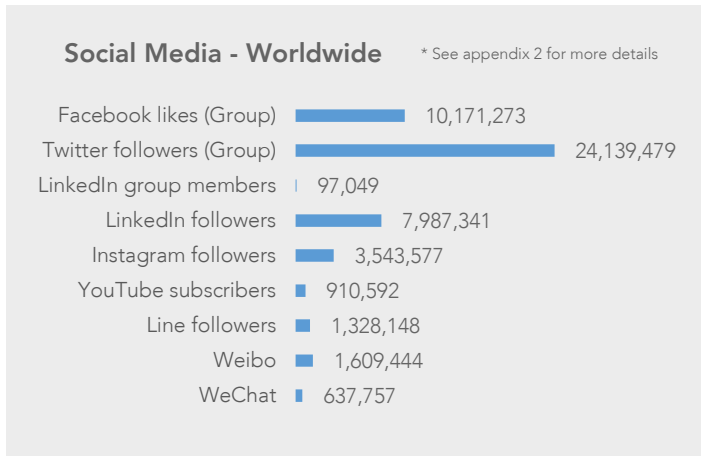
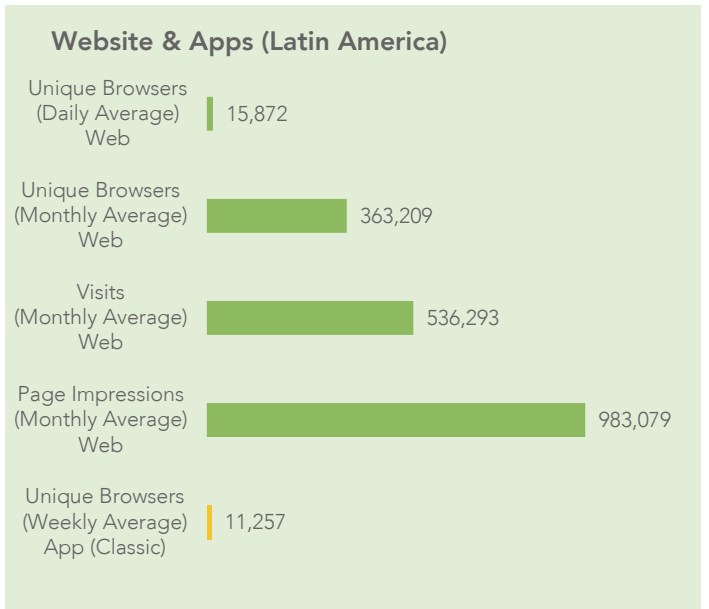
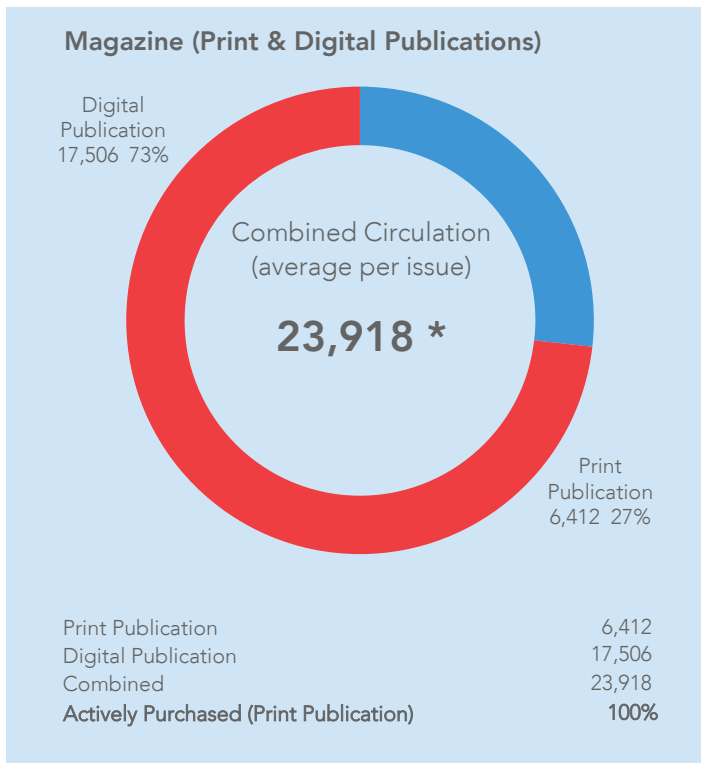
January - June 2019



The Economist



Latin America Edition



Newsletters - Worldwide

| Mailings in period | Combined Gross Distribution | Aggregated Gross Distribution per month | Combined Gross emails opened | Open rate |
|--|-----------------------------|---|------------------------------|-----------|
| The Economist - Total Newsletters | | | | |
| 152 | 2,398,238 | 29,086,605 | 602,143 | 25% |
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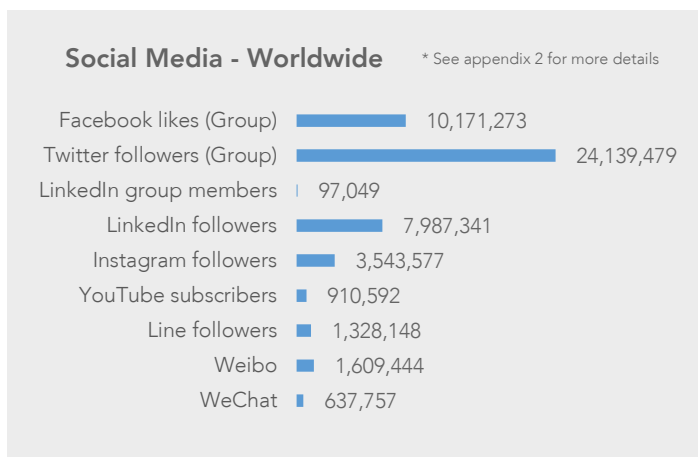
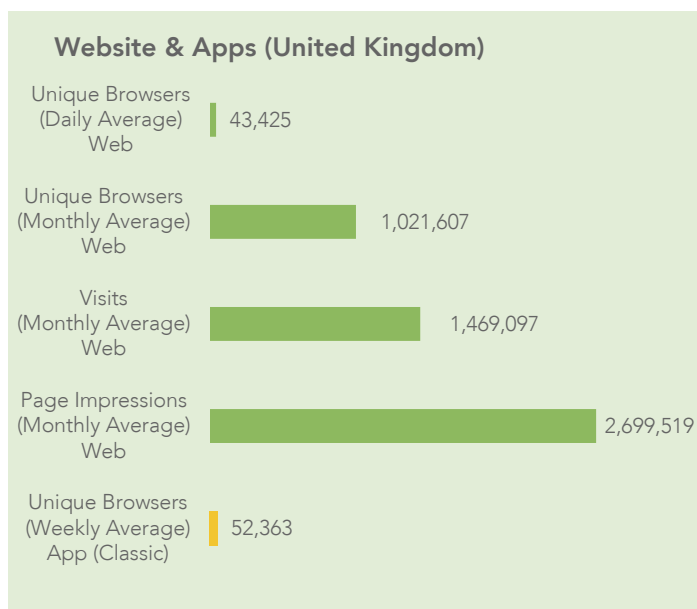
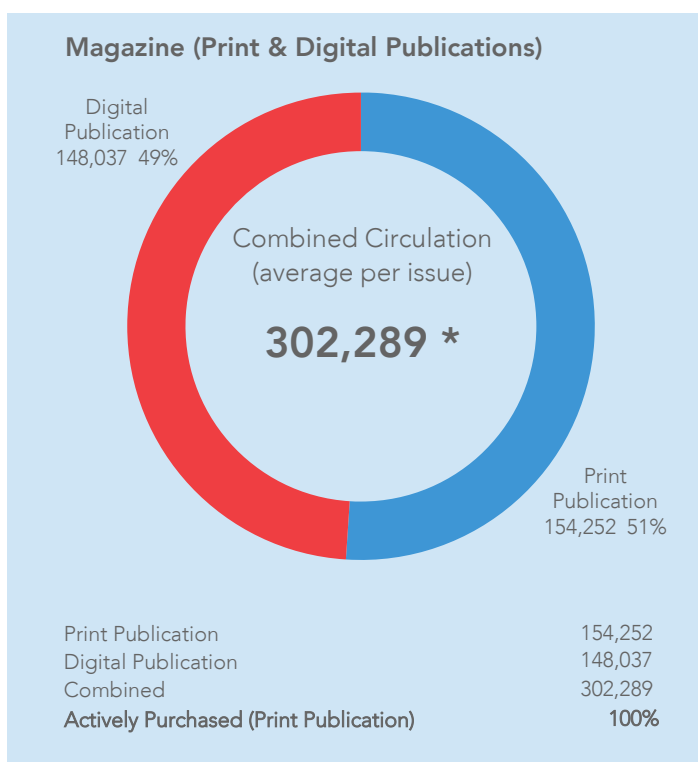


January - June 2019

The Economist



United Kingdom Edition



Newsletters - Worldwide

| Mailings in period | Combined Gross Distribution | Aggregated Gross Distribution per month | Combined Gross emails opened | Open rate |
|--|-----------------------------|---|------------------------------|-----------|
| The Economist - Total Newsletters | | | | |
| 152 | 2,398,238 | 29,086,605 | 602,143 | 25% |
| Mailings in period | Average Net Distribution | Aggregated Gross Distribution per month | Average email opened | Open rate |
| The Economist this week | | | | |
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| The Economist Today | | | | |
| 127 | 1,123,173 | 23,773,834 | 275,737 | 25% |

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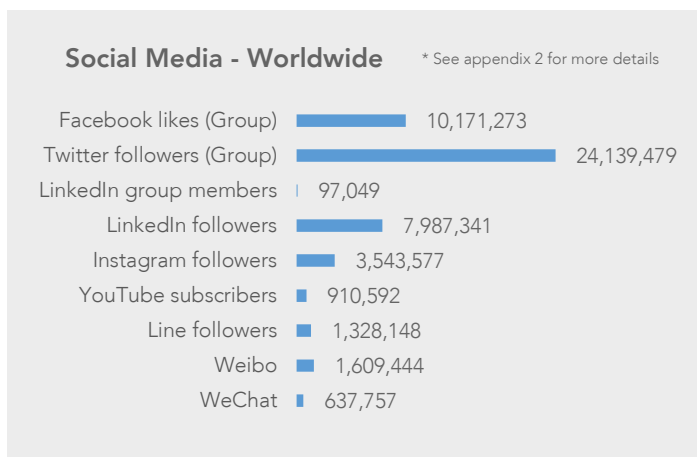
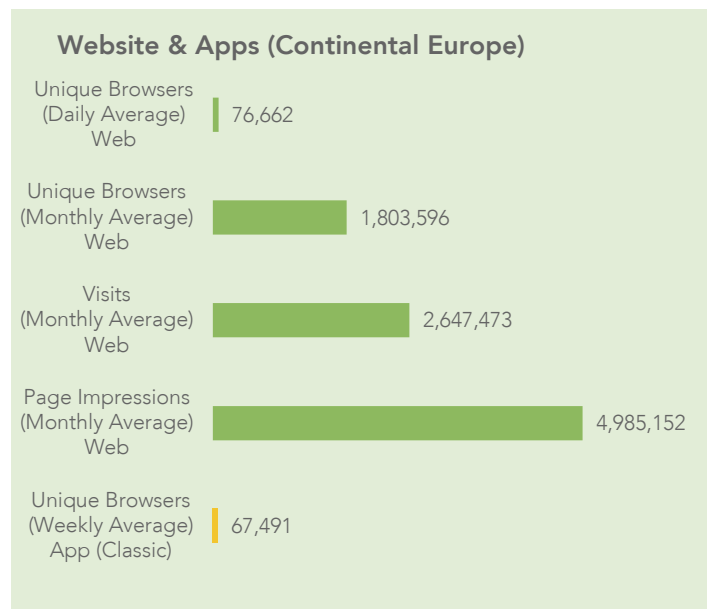
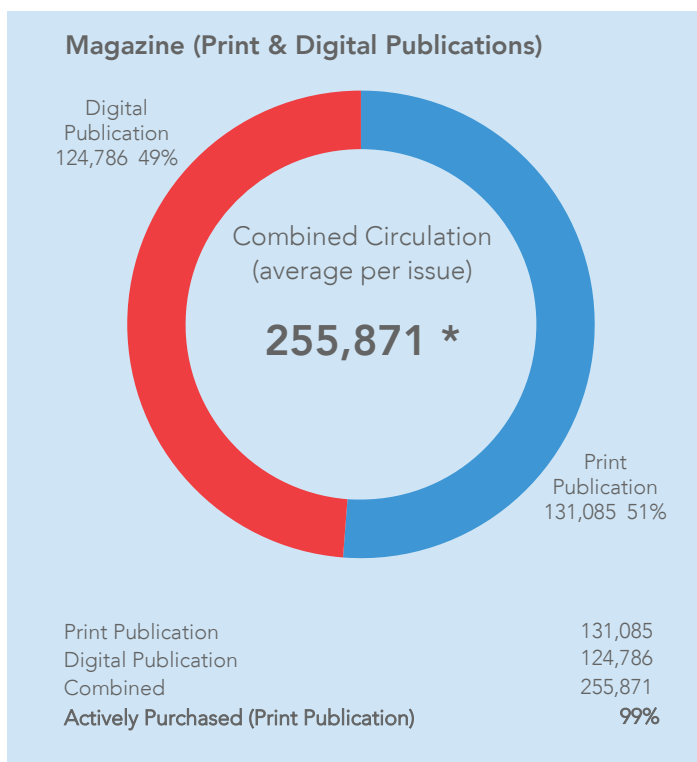
January - June 2019



The Economist



Continental Europe Edition



Newsletters - Worldwide

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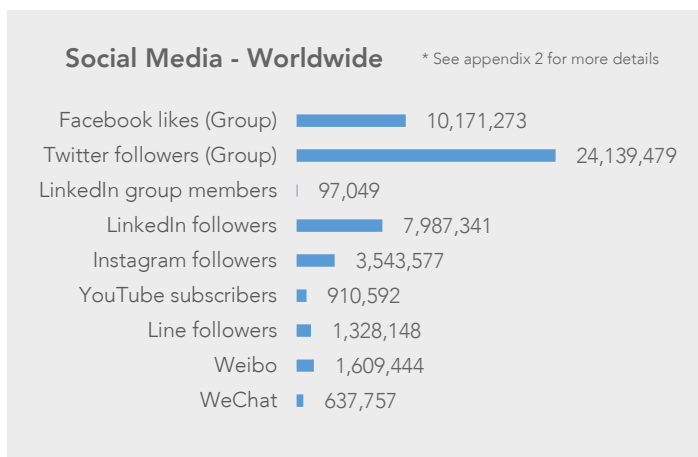
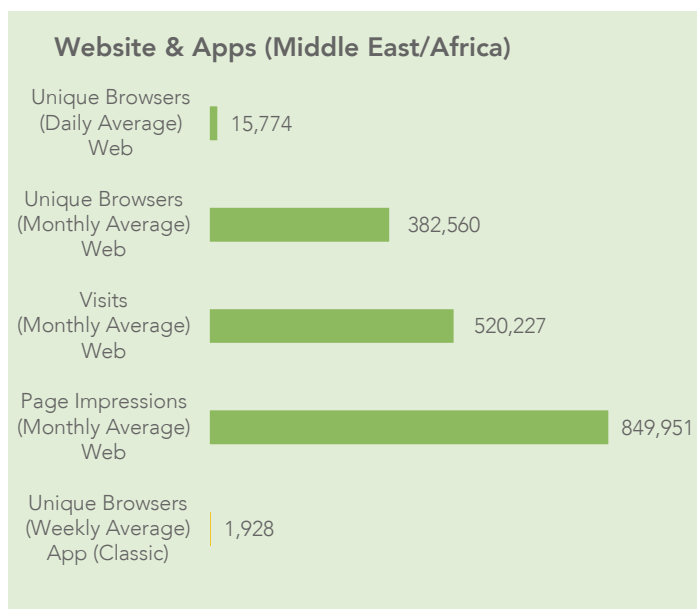
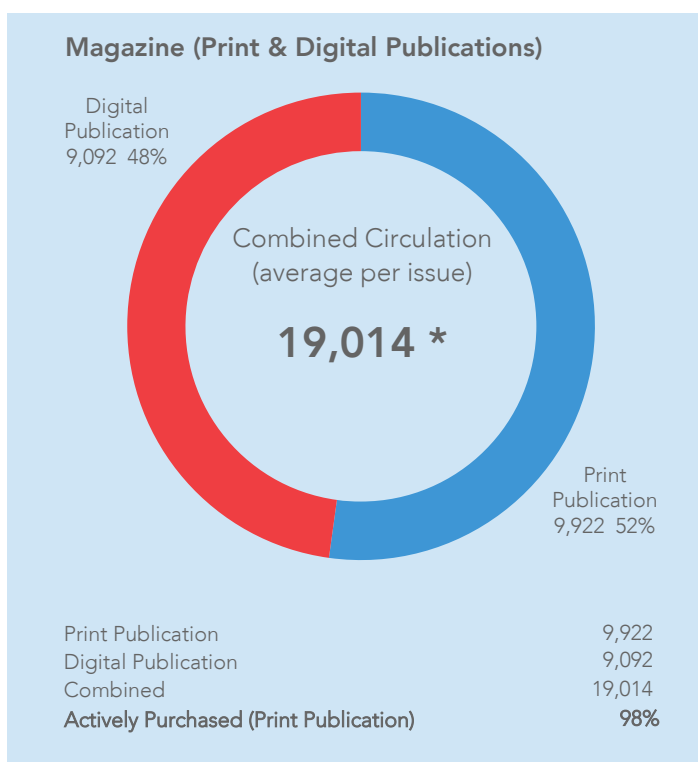


January - June 2019

The Economist



Middle East/Africa Edition



Newsletters - Worldwide

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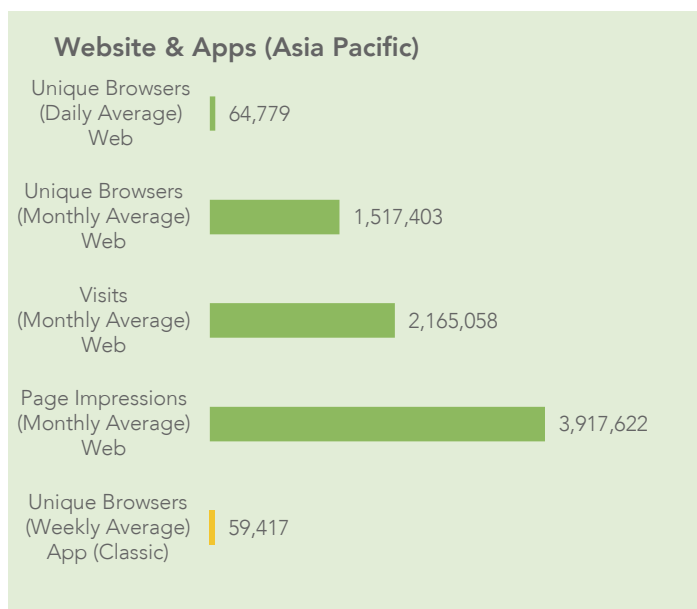
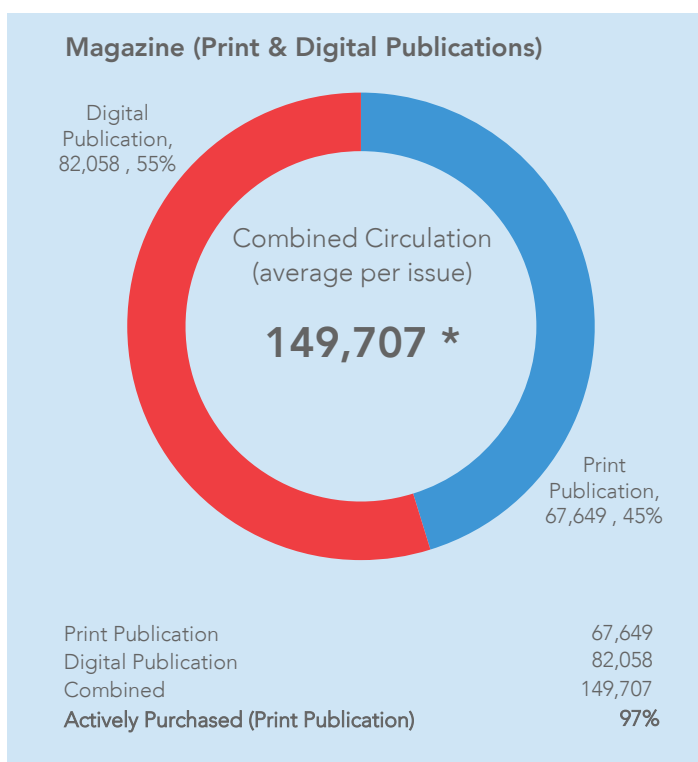


January - June 2019

The Economist



Asia Pacific Edition



Newsletters - Worldwide

| Mailings in period | Combined Gross Distribution | Aggregated Gross Distribution per month | Combined Gross emails opened | Open rate |
|--|-----------------------------|---|------------------------------|-----------|
| The Economist - Total Newsletters | | | | |
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January - June 2019

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 <https://abcstandards.org.uk/>

Appendix 2. Social Media

All Social Media figures were as of June 28th 2019 and are the total of the following pages or profiles for each platform.

Facebook Likes (Group): 10,171,273

<https://www.facebook.com/TheEconomist>
<https://www.facebook.com/EconomistAsia>
<https://www.facebook.com/economistthinkingspace>

Twitter Followers (Group): 24,139,479

<https://twitter.com/theeconomist>
<http://twitter.com/econdailycharts>
<http://twitter.com/econUS>
<http://twitter.com/econculture>

LinkedIn Followers: 7,987,341

<http://uk.linkedin.com/company/the-economist>

LinkedIn Members: 97,049

<http://www.linkedin.com/groups/Economist-official-group-Economist-newspaper-3056216>

Instagram Followers: 3,543,577

<https://www.instagram.com/theeconomist/>

YouTube Subscribers: 910,592

<https://www.youtube.com/user/EconomistMagazine>

Line Followers: 1,328,148

The Economist Official Account within the Line App

Weibo Followers: 1,609,444

<http://weibo.com/economistgroup/profile>

WeChat Followers: 637,757

The Economist Group

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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