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)

- **1,657,935***
  - North America Edition: 52%
  - United Kingdom Edition: 18%
  - Continental Europe Edition: 16%
  - Asia Pacific Edition: 11%
  - Middle East/Africa Edition: 1%
  - Latin America Edition: 2%

**ACTIVELY PURCHASED**
(Print only)

<table>
<thead>
<tr>
<th>Region</th>
<th>Unique Browsers (daily average)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Worldwide</td>
<td>399,704</td>
</tr>
<tr>
<td>Latin America Edition</td>
<td>98%</td>
</tr>
<tr>
<td>North America Edition</td>
<td>100%</td>
</tr>
<tr>
<td>Continental Europe Edition</td>
<td>90%</td>
</tr>
<tr>
<td>United Kingdom Edition</td>
<td>90%</td>
</tr>
<tr>
<td>Middle East/Africa Edition</td>
<td>91%</td>
</tr>
<tr>
<td>Asia Pacific Edition</td>
<td>86%</td>
</tr>
</tbody>
</table>

**PAID DIGITAL CIRCULATION**

- All regions: 100%

**WEB & NEWSLETTERS**

- **WWW.ECONOMIST.COM**
  - Unique Browsers (daily average): 399,704
- **NEWSLETTERS**
  - Combined Net Distribution: 1,971,863
- Aggregated Gross Distribution (per month): 36,833,933

**SOCIAL MEDIA**

- **Twitter**
  - Followers (Group): 24,563,715
- **LinkedIn**
  - Followers: 9,427,591
- **Facebook**
  - Likes (Group): 10,290,254
- **Instagram**
  - Followers: 4,559,718

**ONLINE**

- Unique Browsers (monthly average): 9,574,351

**Contact**

Sue Moore
Senior Marketing Analyst
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W: www.economist.com

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 470,338 print publication and digital publication copies sold together in a bundle.
WORLDWIDE BRAND REPORT

July - December 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.

<table>
<thead>
<tr>
<th>The Economist Newspaper</th>
<th>Print Edition</th>
<th>Digital Edition</th>
<th>Combined</th>
</tr>
</thead>
<tbody>
<tr>
<td>Worldwide</td>
<td>909,476</td>
<td>748,459</td>
<td>1,657,935</td>
</tr>
<tr>
<td>North America Edition</td>
<td>528,994</td>
<td>391,591</td>
<td>920,585</td>
</tr>
<tr>
<td>United Kingdom Edition</td>
<td>153,072</td>
<td>133,133</td>
<td>286,205</td>
</tr>
<tr>
<td>Continental Europe Edition</td>
<td>138,700</td>
<td>118,813</td>
<td>257,513</td>
</tr>
<tr>
<td>Asia Pacific Edition</td>
<td>72,715</td>
<td>79,771</td>
<td>152,486</td>
</tr>
<tr>
<td>Middle East/Africa Edition</td>
<td>10,097</td>
<td>8,678</td>
<td>18,775</td>
</tr>
<tr>
<td>Latin America Edition</td>
<td>5,898</td>
<td>16,473</td>
<td>22,371</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 Ave UB's</th>
<th>Monthly Ave UB's</th>
<th>Monthly Visits</th>
<th>Monthly Page Impressions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Worldwide</td>
<td>399,701</td>
<td>9,574,351</td>
<td>13,685,747</td>
<td>23,452,348</td>
</tr>
<tr>
<td>North America Edition</td>
<td>152,293</td>
<td>3,649,333</td>
<td>5,176,171</td>
<td>8,848,321</td>
</tr>
<tr>
<td>United Kingdom Edition</td>
<td>52,777</td>
<td>1,268,149</td>
<td>1,792,390</td>
<td>3,010,416</td>
</tr>
<tr>
<td>Continental Europe Edition</td>
<td>94,973</td>
<td>2,286,770</td>
<td>3,298,700</td>
<td>5,712,484</td>
</tr>
<tr>
<td>Asia Pacific Edition</td>
<td>47,980</td>
<td>1,095,347</td>
<td>1,588,052</td>
<td>2,795,493</td>
</tr>
<tr>
<td>Middle East/Africa Edition</td>
<td>15,551</td>
<td>375,610</td>
<td>522,720</td>
<td>1,022,507</td>
</tr>
<tr>
<td>Latin America Edition</td>
<td>16,744</td>
<td>384,044</td>
<td>576,725</td>
<td>1,022,507</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>Economist App (Classic)</th>
<th>Daily Ave UB's</th>
<th>Weekly Ave UB's</th>
</tr>
</thead>
<tbody>
<tr>
<td>Worldwide</td>
<td>82,191</td>
<td>286,329</td>
</tr>
<tr>
<td>North America Edition</td>
<td>109,103</td>
<td></td>
</tr>
<tr>
<td>Continental Europe Edition</td>
<td>61,100</td>
<td></td>
</tr>
<tr>
<td>Asia Pacific Edition</td>
<td>52,626</td>
<td></td>
</tr>
<tr>
<td>United Kingdom Edition</td>
<td>46,554</td>
<td></td>
</tr>
<tr>
<td>Latin America Edition</td>
<td>9,864</td>
<td></td>
</tr>
<tr>
<td>Middle East/Africa Edition</td>
<td>1,663</td>
<td></td>
</tr>
</tbody>
</table>

Economist App (Classic) Weekly Ave UB's by Platform

<table>
<thead>
<tr>
<th>Weekly Ave UB's 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>286,329</td>
<td>116,862</td>
<td>72,238</td>
<td>96,891</td>
<td>338</td>
</tr>
</tbody>
</table>

Economist App (New)

<table>
<thead>
<tr>
<th>Economist App (New)</th>
<th>Daily Ave UB's</th>
<th>Weekly Ave UB's</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>60,225</td>
<td>138,256</td>
</tr>
</tbody>
</table>

* See appendix 3 for more details

About this report

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WORLDWIDE BRAND REPORT
July - December 2019

The Economist Newsletter

The Economist offers registered users two editorially-curated newsletters every week. Published every Thursday, "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.

<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>152</td>
<td>1,971,863</td>
<td>3,057,100</td>
<td>36,833,933</td>
<td>805,860</td>
</tr>
<tr>
<td>The Economist this week</td>
<td>26</td>
<td>1,641,910</td>
<td>7,114,943</td>
<td>461,604</td>
<td>28.1%</td>
</tr>
<tr>
<td>The Economist today</td>
<td>126</td>
<td>1,415,190</td>
<td>29,718,990</td>
<td>344,256</td>
<td>24.3%</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 at 31st December</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook likes (Group)</td>
<td>10,290,254</td>
</tr>
<tr>
<td>Twitter followers (Group)</td>
<td>24,563,715</td>
</tr>
<tr>
<td>LinkedIn followers</td>
<td>9,427,591</td>
</tr>
<tr>
<td>Instagram followers</td>
<td>4,559,718</td>
</tr>
<tr>
<td>YouTube subscribers</td>
<td>1,154,595</td>
</tr>
<tr>
<td>Weibo followers</td>
<td>1,683,196</td>
</tr>
<tr>
<td>WeChat followers</td>
<td>728,630</td>
</tr>
</tbody>
</table>

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

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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WORLDWIDE BRAND REPORT
July - December 2019

The Economist
North America Edition

Magazine (Print & Digital Publications)

- Digital Publication: 391,591 (43%)
- Print Publication: 528,994 (57%)

Combined Circulation (average): 920,585 *

Website & Apps (North America)

- Unique Browsers (Daily Average) Web: 152,293
- Unique Browsers (Monthly Average) Web: 3,649,333
- Visits (Monthly Average) Web: 5,176,171
- Page Impressions (Monthly Average) Web: 8,848,321
- Unique Browsers (Weekly Average) App (Classic): 109,103

Newsletters - Worldwide

<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>The Economist - Total Newsletters</td>
<td>152</td>
<td>1,971,863</td>
<td>36,833,933</td>
<td>805,860</td>
</tr>
<tr>
<td>The Economist this week</td>
<td>26</td>
<td>1,641,910</td>
<td>7,114,943</td>
<td>461,604</td>
</tr>
<tr>
<td>The Economist Today</td>
<td>126</td>
<td>1,415,190</td>
<td>29,718,990</td>
<td>344,256</td>
</tr>
</tbody>
</table>

Social Media - Worldwide

- Facebook likes (Group): 10,290,254
- Twitter followers (Group): 24,563,715
- LinkedIn followers: 9,427,591
- Instagram followers: 4,559,718
- YouTube subscribers: 1,154,595
- Weibo: 1,683,196
- WeChat: 728,630

* See appendix 2 for more details

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WORLDWIDE BRAND REPORT

July - December 2019

The Economist
Latin America Edition

Magazine (Print & Digital Publications)

Combined Circulation (average)

22,371 *

Print Publication 5,898 26%
Digital Publication 16,473 74%

Print Publication 5,898
Digital Publication 16,473
Combined 22,371
Actively Purchased (Print Publication) 100%

Website & Apps (Latin America)

Unique Browsers (Daily Average)
Web 16,744

Unique Browsers (Monthly Average)
Web 384,044

Visits (Monthly Average)
Web 576,725

Page Impressions (Monthly Average)
Web 1,022,507

Unique Browsers (Weekly Average)
App (Classic) 9,864

Newsletters - Worldwide

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

The Economist - Total Newsletters
152 1,971,863 36,833,933 805,860 26%

The Economist this week
26 1,641,910 7,114,943 461,604 28%

The Economist Today
126 1,415,190 29,718,990 344,256 24%

Social Media - Worldwide

Facebook likes (Group) 10,290,254
Twitter followers (Group) 24,563,715
LinkedIn followers 9,427,591
Instagram followers 4,559,718
YouTube subscribers 1,154,595
Weibo 1,683,196
WeChat 728,630

* See appendix 2 for more details
WORLDWIDE BRAND REPORT

July - December 2019

The Economist

United Kingdom Edition

Magazine (Print & Digital Publications)

Digital Publication 133,133 47%
Print Publication 153,072 53%
Combined Circulation (average) 286,205 *

Website & Apps (United Kingdom)

Unique Browsers (Daily Average)
Web 52,777
Unique Browsers (Monthly Average)
Web 1,268,149
Visits (Monthly Average)
Web 1,792,390
Page Impressions (Monthly Average)
Web 3,010,416
Unique Browsers (Weekly Average)
App (Classic) 46,554

Newsletters - Worldwide

Malings in period Combined Gross Distribution Aggregated Gross Distribution per month Combined Gross emails opened Open rate
The Economist - Total Newsletters
152 1,971,863 36,833,933 805,860 26%
The Economist this week
26 1,641,910 7,114,943 461,604 28%
The Economist Today
126 1,415,190 29,718,990 344,256 24%

Social Media - Worldwide  * See appendix 2 for more details

Facebook likes (Group) 10,290,254
Twitter followers (Group) 24,563,715
LinkedIn followers 9,427,591
Instagram followers 4,559,718
YouTube subscribers 1,154,595
Weibo 1,683,196
WeChat 728,630

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The Economist

Continental Europe Edition

Magazine (Print & Digital Publications)
- Digital Publication: 118,813 (46%)
- Print Publication: 138,700 (54%)

Combined Circulation (average)
- 257,513 *

Website & Apps (Continental Europe)
- Unique Browsers
  - (Daily Average) Web: 94,973
- Visits
  - (Monthly Average) Web: 2,286,770
- Page Impressions
  - (Monthly Average) Web: 3,298,700
- Unique Browsers
  - (Weekly Average) App (Classic): 61,100

Newsletters - Worldwide
- Mailings in period
  - The Economist - Total Newsletters: 152

Social Media - Worldwide
- * See appendix 2 for more details
- Facebook likes (Group): 10,290,254
- Instagram followers: 4,559,718
- YouTube subscribers: 1,154,595
- Weibo: 1,683,196
- WeChat: 728,630

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The Economist

Middle East/Africa Edition

Magazine (Print & Digital Publications)

- Digital Publication: 8,678 (46%)
- Print Publication: 10,097 (54%)
- Combined: 18,775

Combined Circulation (average)

18,775 *

Website & Apps (Middle East/Africa)

- Unique Browsers (Daily Average) Web: 15,551
- Unique Browsers (Monthly Average) Web: 375,610
- Visits (Monthly Average) Web: 522,720
- Page Impressions (Monthly Average) Web: 846,215
- Unique Browsers (Weekly Average) App (Classic): 1,663

Newsletters - Worldwide

- Mailings in period:
  - The Economist - Total Newsletters: 152
  - The Economist this week: 26
  - The Economist Today: 126

Social Media - Worldwide * See appendix 2 for more details

- Facebook likes (Group): 10,290,254
- Twitter followers (Group): 24,563,715
- LinkedIn followers: 9,427,591
- Instagram followers: 4,559,718
- YouTube subscribers: 1,154,595
- Weibo: 1,683,196
- WeChat: 728,630

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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 December 31st 2019 and are the total of the following pages or profiles for each platform.

Facebook Likes (Group): 10,290,254
https://www.facebook.com/TheEconomist
https://www.facebook.com/EconomistAsia

Twitter Followers (Group): 24,563,715
https://twitter.com/theeconomist
https://twitter.com/econdailycharts
https://twitter.com/economist
https://twitter.com/economistculture

Linkedin Followers: 9,427,591
https://uk.linkedin.com/company/the-economist

Instagram Followers: 4,559,718
https://www.instagram.com/theeconomist/

YouTube Subscribers: 1,154,595
https://www.youtube.com/user/EconomistMagazine

Weibo Followers: 1,683,196
https://weibo.com/economistgroup/profile

WeChat Followers: 728,630
TheEconomist 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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