

# The Economist

## WORLDWIDE BRAND REPORT

July to December 2020

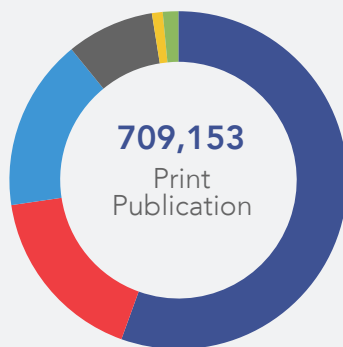


# The Economist

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.

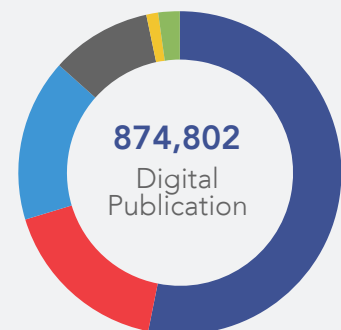
Founded in 1843, The Economist continues to lead the debate in the pursuit of progress around the world by providing bold ideas, a global perspective and rigorous analysis on world affairs.

### WORLDWIDE PRINT AND DIGITAL PUBLICATIONS



Combined Circulation (average per issue)  
**1,583,955\***

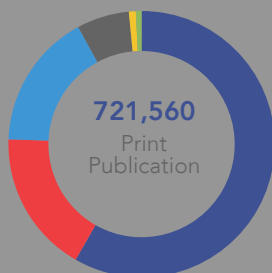
58%	North America Edition	53%
17%	United Kingdom Edition	17%
17%	Continental Europe Edition	16%
6%	Asia Pacific Edition	10%
1%	Middle East/Africa Edition	1%
1%	Latin America Edition	2%



From late March 2020, distribution of The Economist was disrupted by the impact of the Covid-19 pandemic which negatively impacted some global retail sales and other distribution channels.

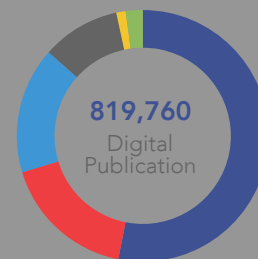
Following the ABC guidelines we have split our Jul to Dec 2020 into two parts, Business as usual being October to December and the remainder of the year (July to September) falling into the Covid-19 period.

### WORLDWIDE PRINT AND DIGITAL PUBLICATIONS - Covid-19 impact - July to September 2020



Combined Circulation (average per issue) \*  
**1,541,320 \***

58%	North America Edition	52%
17%	United Kingdom Edition	18%
17%	Continental Europe Edition	16%
6%	Asia Pacific Edition	10%
1%	Middle East/Africa Edition	1%
1%	Latin America Edition	2%



\* 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 516,486 print publication and digital publication copies sold together in a bundle.

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# WORLDWIDE BRAND REPORT

July to December 2020



## 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 Economist Newspaper	Print Edition	Digital Edition	Combined
Worldwide	709,153	874,802	1,583,955
North America Edition	413,854	464,855	878,709
United Kingdom Edition	121,298	150,421	271,719
Continental Europe Edition	118,522	142,007	260,529
Asia Pacific Edition	44,861	88,121	132,982
Middle East/Africa Edition	6,054	10,535	16,589
Latin America Edition	4,564	18,863	23,427

### ACTIVELY PURCHASED (Print only)

\* See appendix 1 for more details



### PAID DIGITAL CIRCULATION



The Economist Newspaper - Covid-19 (issues within the Covid-19 affected period)			
	Print Edition	Digital Edition	Combined
Worldwide	721,560	819,760	1,541,320
North America Edition	420,361	427,881	848,242
United Kingdom Edition	124,953	143,930	268,883
Continental Europe Edition	119,425	134,451	253,876
Asia Pacific Edition	45,941	85,142	131,083
Middle East/Africa Edition	6,076	10,108	16,184
Latin America Edition	4,804	18,248	23,052

### ACTIVELY PURCHASED (Print only)

\* See appendix 1 for more details

Edition	Percentage
Worldwide	99%
Latin America Edition	100%
North America Edition	100%
Continental Europe Edition	99%
United Kingdom Edition	100%
Middle East/Africa Edition	98%
Asia Pacific Edition	95%

### PAID DIGITAL CIRCULATION

Region	Percentage
All Regions	100%

### About this report

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# WORLDWIDE BRAND REPORT



July to December 2020

## 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.



The Economist Online	Daily Ave UB's	Monthly Ave UB's	Monthly Visits	Monthly Page Impressions
Worldwide	502,698	11,941,530	17,951,690	30,392,293
North America	222,544	5,329,363	7,922,338	13,422,471
United Kingdom	57,901	1,378,784	2,055,678	3,441,179
Continental Europe	98,943	2,340,664	3,550,784	6,050,929
Asia Pacific	76,556	1,819,845	2,744,960	4,760,836
Middle East/Africa	23,105	571,026	804,234	1,232,243
Latin America	23,183	533,782	839,284	1,426,761
Unknown Region	992	25,811	34,412	57,874

## The Economist App

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



	Economist App (New)		Economist App (Legacy)			Economist App (New)	Economist App (Legacy)
	Daily Ave UB's	Weekly Ave UB's	Daily Ave UB's	Weekly Ave UB's		Weekly Ave UB's by Platform	
Worldwide	101,436	318,494	53,154	188,373	Worldwide	318,494	188,373
North America		126,353		71,211	iOS	208,537	118,951
Continental Europe		68,555		40,031	Android	55,320	69,989
Asia Pacific		53,652		33,007	Other	53,581	183
United Kingdom		54,540		28,978	* See appendix 3 for more details		
Latin America		10,088		6,619			
Middle East/Africa		8,608		1,046			
Unknown Region		856					

## 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*. "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.



	Mailings in period	Combined Net Distribution	Combined Gross Distribution	Aggregated Gross Distribution per month	Combined Gross emails opened	Open Rate
The Economist - Total Newsletters	155	2,860,695	4,806,477	57,819,187	1,079,902	22.5%
	Mailings in period	Average Net Distribution		Aggregated Gross Distribution per month	Average emails opened	Open Rate
The Economist this week	26	2,651,654		11,490,501	612,035	23.1%
The Economist today	129	2,154,823		46,328,686	467,867	21.7%

## The Economist Social Media - as at 31st December 2020

Facebook likes (Group)	10,628,298	Instagram followers	5,335,040	WeChat followers	896,554
Twitter followers (Group)	25,670,898	YouTube subscribers	1,750,946		
LinkedIn followers	11,908,755	Weibo followers	2,211,884		

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# WORLDWIDE BRAND REPORT

July to December 2020

A horizontal bar divided into four colored segments: dark grey, green, yellow, and blue.

**The  
Economist**

## Regional Editions

A light grey outline map of the world showing the continents. The regional edition names are overlaid on the map.

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](http://www.abc.org.uk).

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July to December 2020

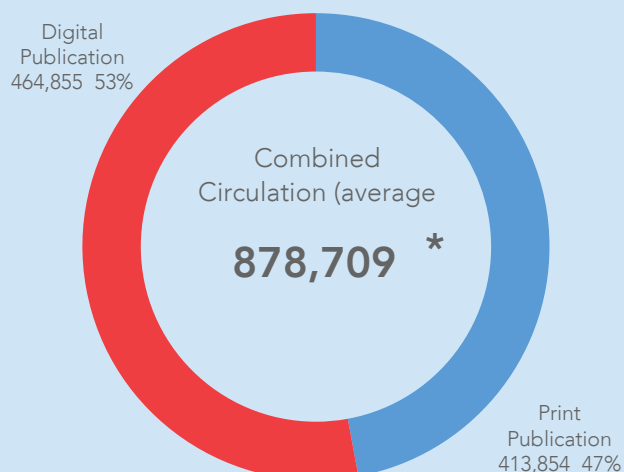


## The Economist



### North America Edition

#### Magazine (Print & Digital Publications)



Print Publication	413,854
Digital Publication	464,855
Combined	878,709
Actively Purchased (Print Publication)	100%

#### Website & Apps (North America)

Unique Browsers (Daily Average) Web	222,544
Unique Browsers (Monthly Average) Web	5,329,363
Visits (Monthly Average) Web	7,922,338
Page Impressions (Monthly Average) Web	13,422,471
Unique Browsers (Weekly Average) App (New)	126,353
Unique Browsers (Weekly Average) App (Legacy)	71,211

#### Social Media - Worldwide

\* See appendix 2 for more details

Facebook likes (Group)	10,628,298
Twitter followers (Group)	25,670,898
LinkedIn followers	11,908,755
Instagram followers	5,335,040
YouTube subscribers	1,750,946
Weibo	2,211,884
WeChat	896,554

#### Newsletters - Worldwide

Mailings in period	Combined Gross Distribution	Aggregated Gross Distribution per month	Combined Gross emails opened	Open rate
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##### The Economist - Total Newsletters

155	4,806,477	57,819,187	1,079,902	22%
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Mailings in period	Average Net Distribution	Aggregated Gross Distribution per month	Average email opened	Open rate
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##### The Economist this week

26	2,651,654	11,490,501	612,035	23%
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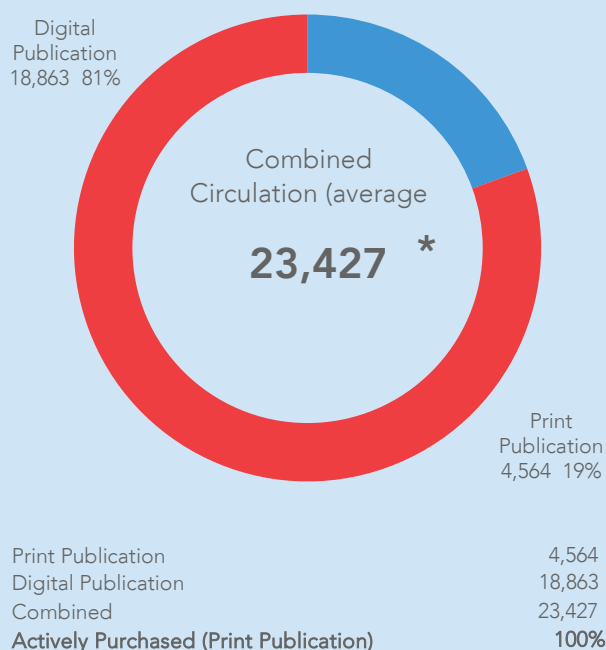


## The Economist

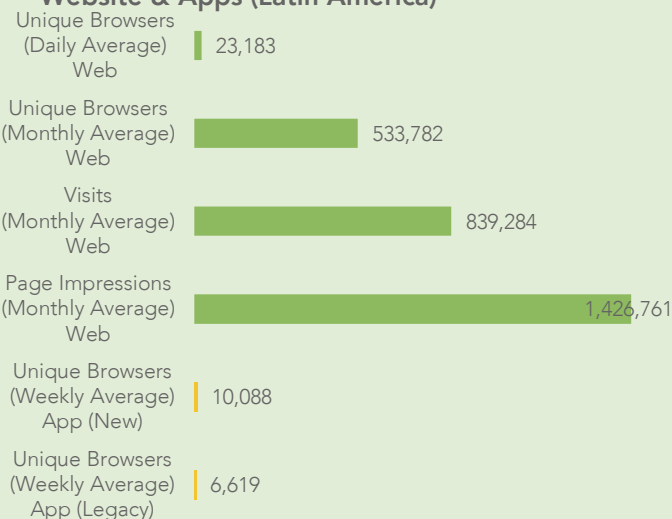


### Latin America Edition

#### Magazine (Print & Digital Publications)

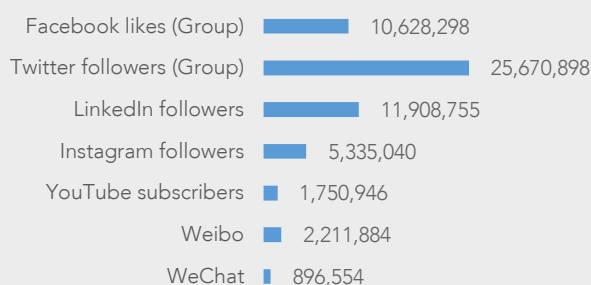


#### Website & Apps (Latin America)



#### Social Media - Worldwide

\* See appendix 2 for more details



#### Newsletters - Worldwide

Mailings in period	Combined Gross Distribution	Aggregated Gross Distribution per month	Combined Gross emails opened	Open rate
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##### The Economist - Total Newsletters

155	4,806,477	57,819,187	1,079,902	22%
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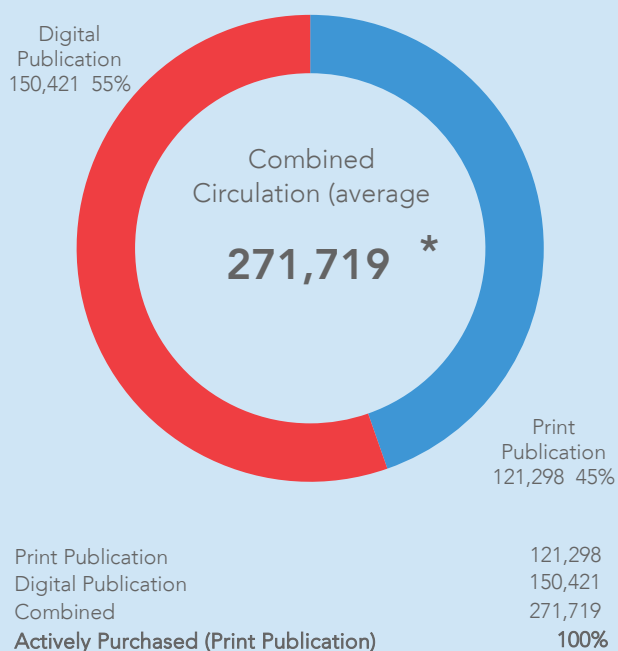


## The Economist

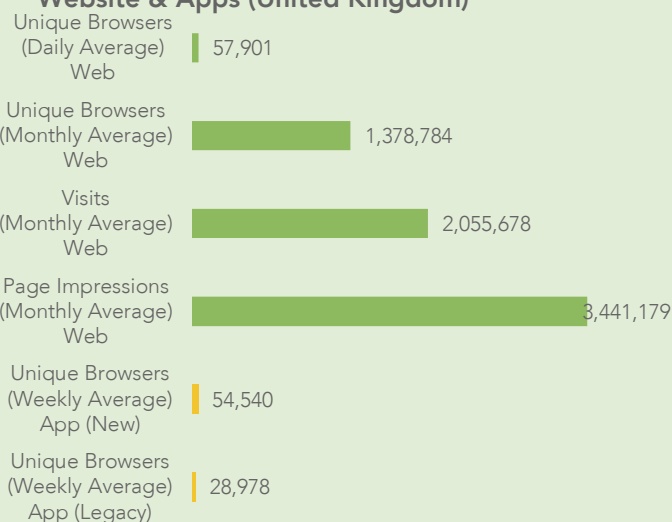


### United Kingdom Edition

#### Magazine (Print & Digital Publications)

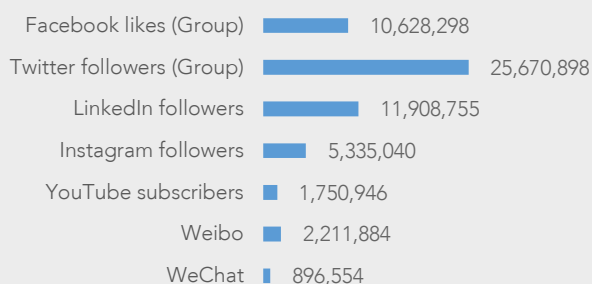


#### Website & Apps (United Kingdom)



#### Social Media - Worldwide

\* See appendix 2 for more details



#### Newsletters - Worldwide

Mailings in period	Combined Gross Distribution	Aggregated Gross Distribution per month	Combined Gross emails opened	Open rate
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##### The Economist - Total Newsletters

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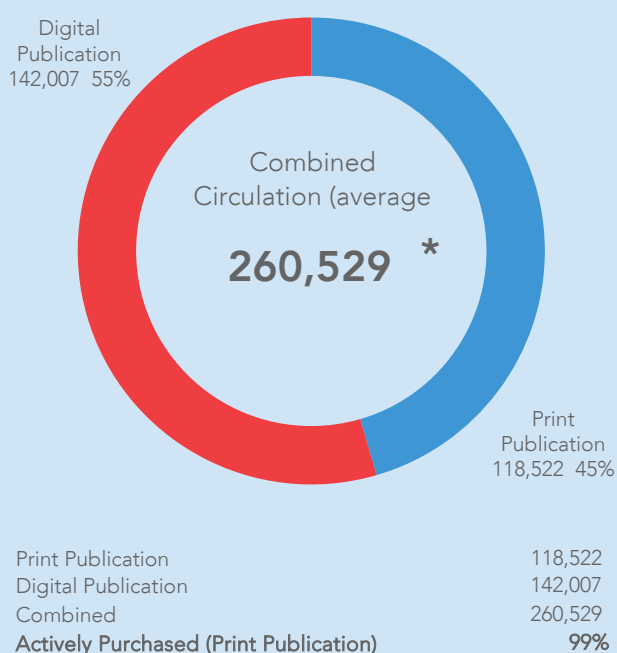


## The Economist

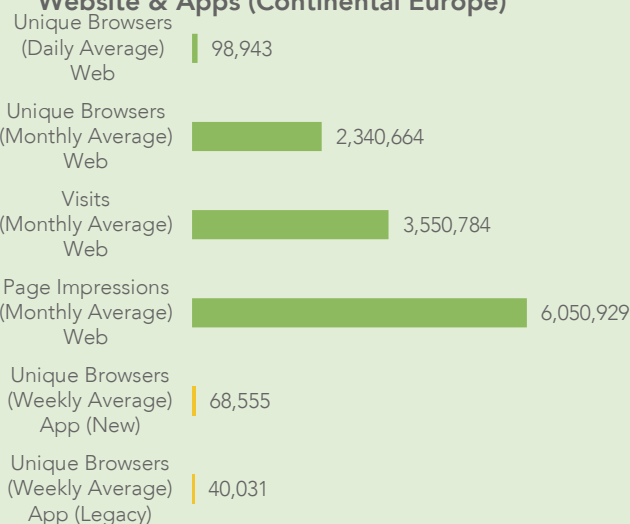


## Continental Europe Edition

### Magazine (Print & Digital Publications)

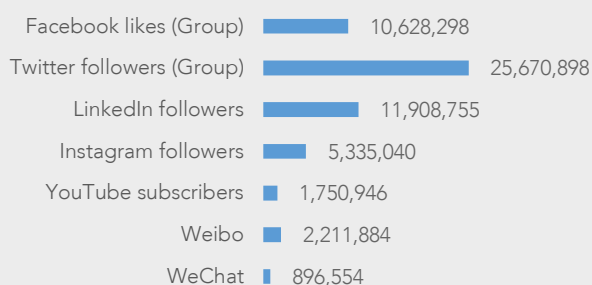


### Website & Apps (Continental Europe)



### Social Media - Worldwide

\* See appendix 2 for more details



### Newsletters - Worldwide

Mailings in period	Combined Gross Distribution	Aggregated Gross Distribution per month	Combined Gross emails opened	Open rate
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#### The Economist - Total Newsletters

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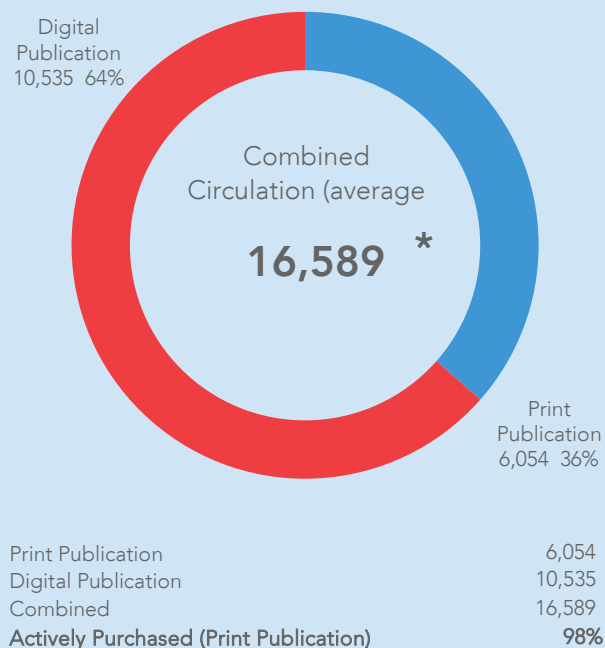


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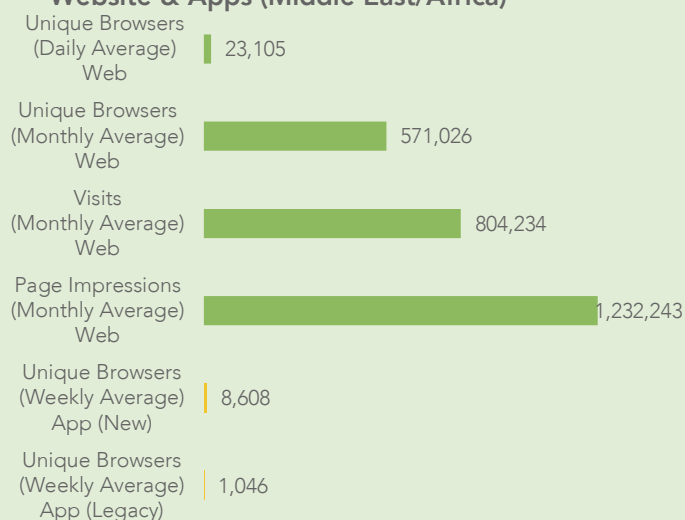


### Middle East/Africa Edition

#### Magazine (Print & Digital Publications)

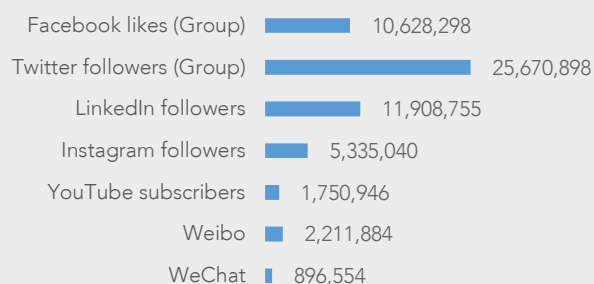


#### Website & Apps (Middle East/Africa)



#### Social Media - Worldwide

\* See appendix 2 for more details



#### Newsletters - Worldwide

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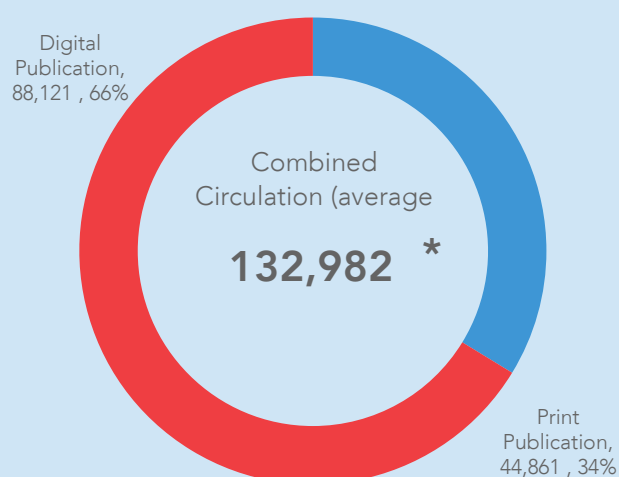


## The Economist



### Asia Pacific Edition

#### Magazine (Print & Digital Publications)



Print Publication	44,861
Digital Publication	88,121
Combined	132,982
Actively Purchased (Print Publication)	96%

#### Website & Apps (Asia Pacific)

Unique Browsers (Daily Average) Web	76,556
Unique Browsers (Monthly Average) Web	1,819,845
Visits (Monthly Average) Web	2,744,960
Page Impressions (Monthly Average) Web	4,760,836
Unique Browsers (Weekly Average) App (New)	53,652
Unique Browsers (Weekly Average) App (Legacy)	33,007

#### Social Media - Worldwide

\* See appendix 2 for more details

Facebook likes (Group)	10,628,298
Twitter followers (Group)	25,670,898
LinkedIn followers	11,908,755
Instagram followers	5,335,040
YouTube subscribers	1,750,946
Weibo	2,211,884
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# WORLDWIDE BRAND REPORT



July to December 2020

## 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 2020 and are the total of the following pages or profiles for each platform.

**Facebook Likes (Group): 10,628,298**

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

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

**Twitter Followers (Group): 25,670,898**

<https://twitter.com/theeconomist>

<http://twitter.com/econdailycharts>

<http://twitter.com/econUS>

<http://twitter.com/econculture>

**LinkedIn Followers: 11,908,755**

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

**Instagram Followers: 5,335,040**

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

**YouTube Subscribers: 1,750,946**

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

**Weibo Followers: 2,211,884**

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

**WeChat Followers: 896,554**

*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.

### About this report

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