

# The Economist

## WORLDWIDE BRAND REPORT



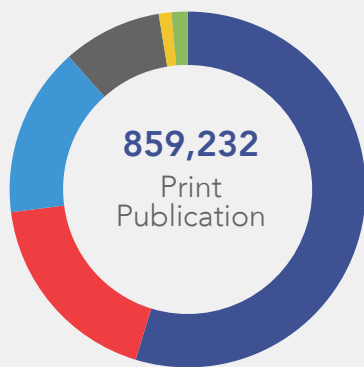
January - June 2019



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.

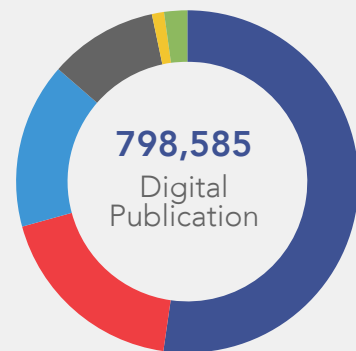
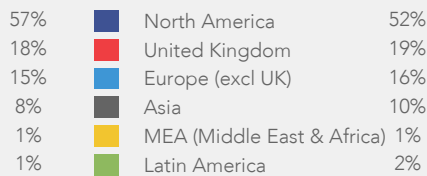
Founded in 1843, The Economist continues to lead the debate in the pursuit of progress around the world by providing bold ideas, a global perspective and rigorous analysis on world affairs.

### WORLDWIDE PRINT AND DIGITAL PUBLICATIONS



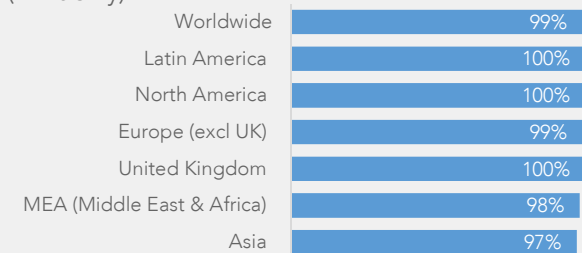
Combined Circulation (average per issue)

**1,657,817\***

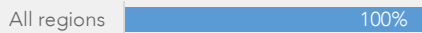


### ACTIVELY PURCHASED (Print only)

\* 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)



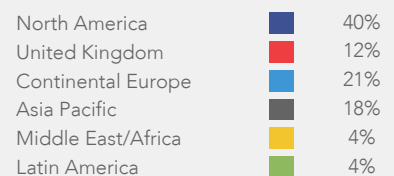
3,543,577

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

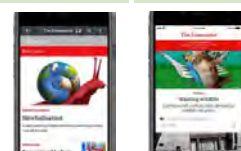
Available on desktops and mobile devices, economist.com includes all the content from the print edition, with additional digital only biogs and editorial, including digital-first audio and video programmes.



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](http://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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# WORLDWIDE BRAND REPORT

January - June 2019



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

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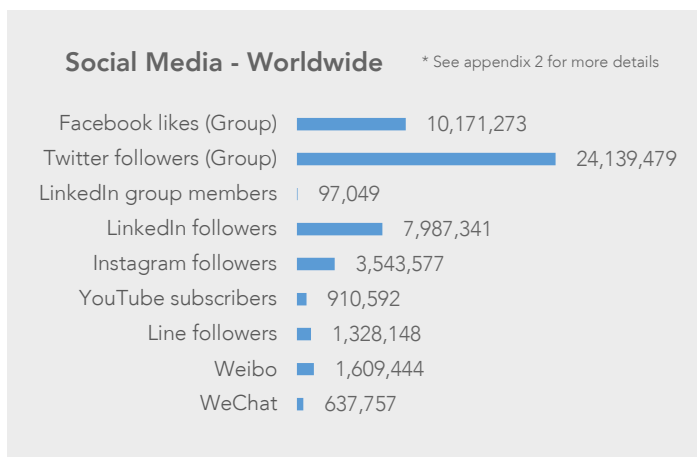
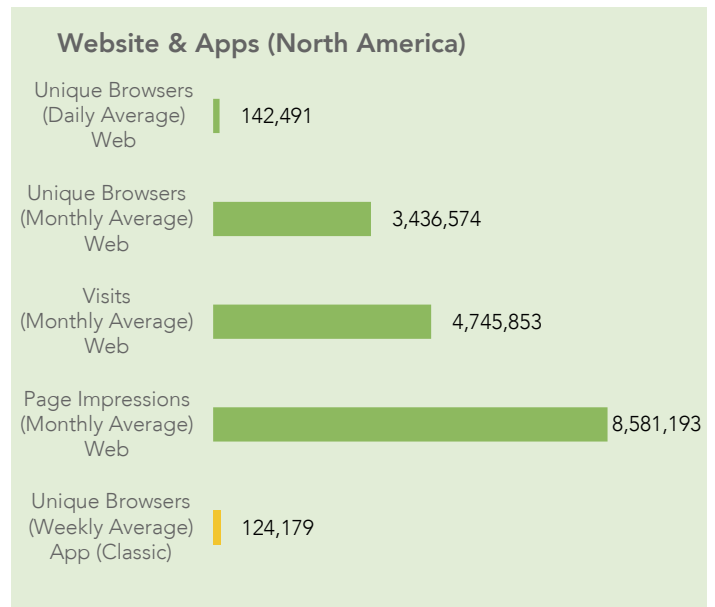
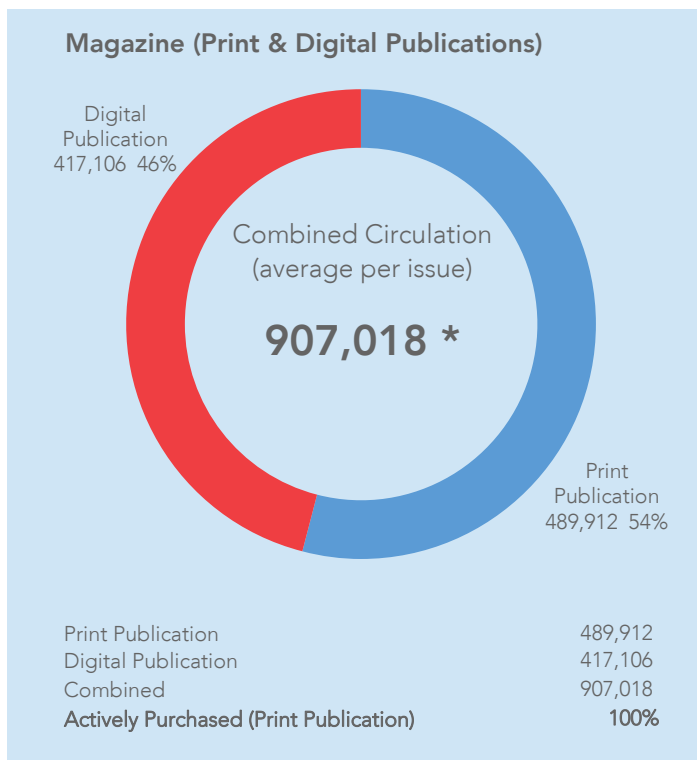
January - June 2019



## The Economist



### North America Edition



#### Newsletters - Worldwide

Mailings in period	Combined Gross Distribution	Aggregated Gross Distribution per month	Combined Gross emails opened	Open rate
<b>The Economist - Total Newsletters</b>				
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
<b>The Economist this week</b>				
25	1,275,065	5,312,771	326,406	26%
<b>The Economist Today</b>				
127	1,123,173	23,773,834	275,737	25%

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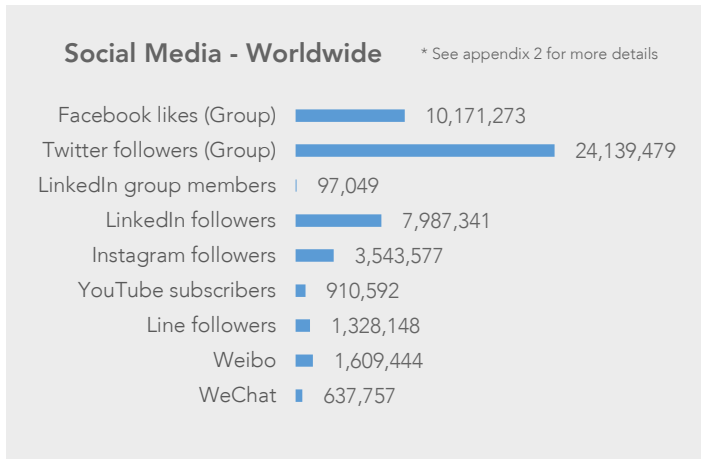
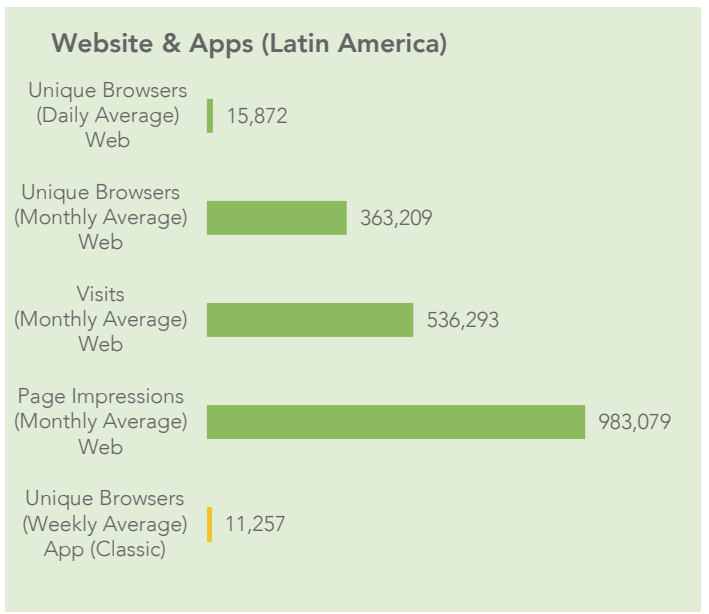
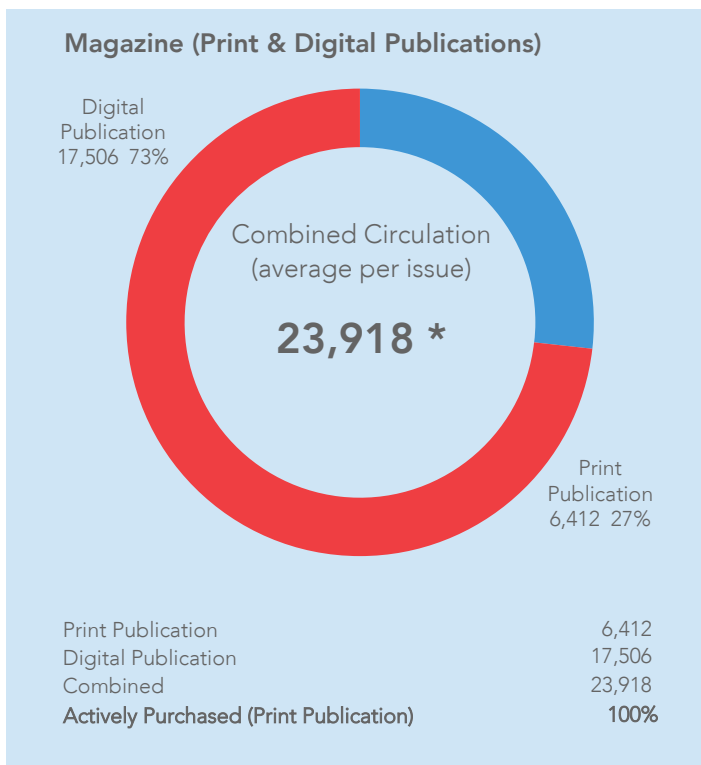
January - June 2019



## The Economist



### Latin America Edition



#### Newsletters - Worldwide

Mailings in period	Combined Gross Distribution	Aggregated Gross Distribution per month	Combined Gross emails opened	Open rate
<b>The Economist - Total Newsletters</b>				
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
<b>The Economist this week</b>				
25	1,275,065	5,312,771	326,406	26%
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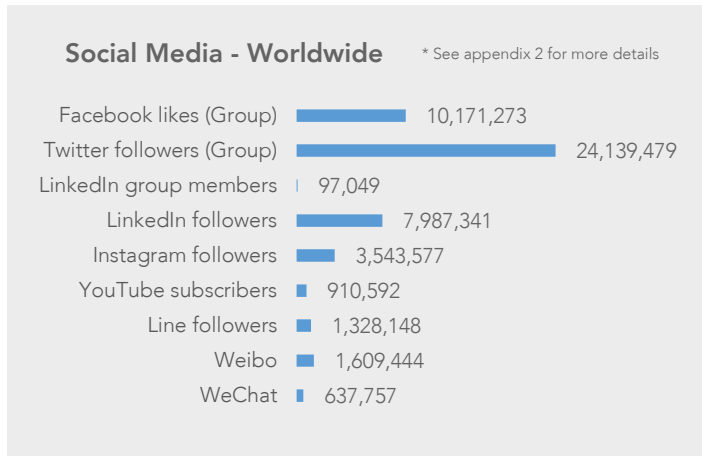
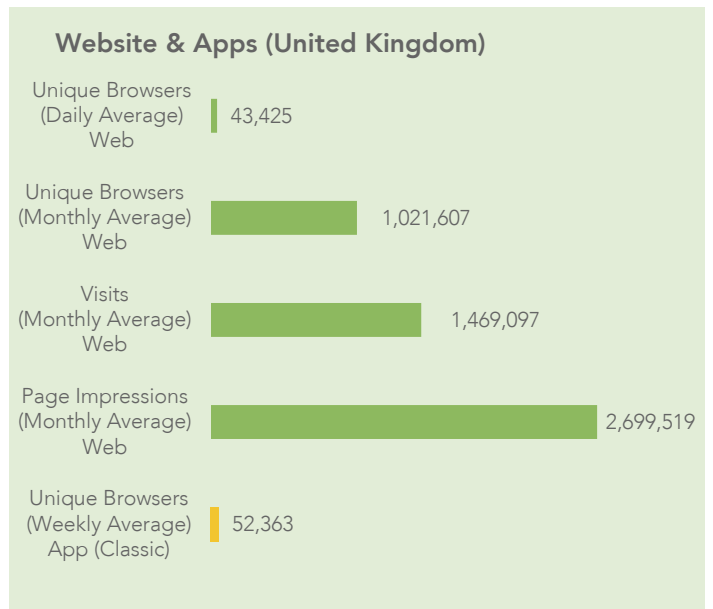
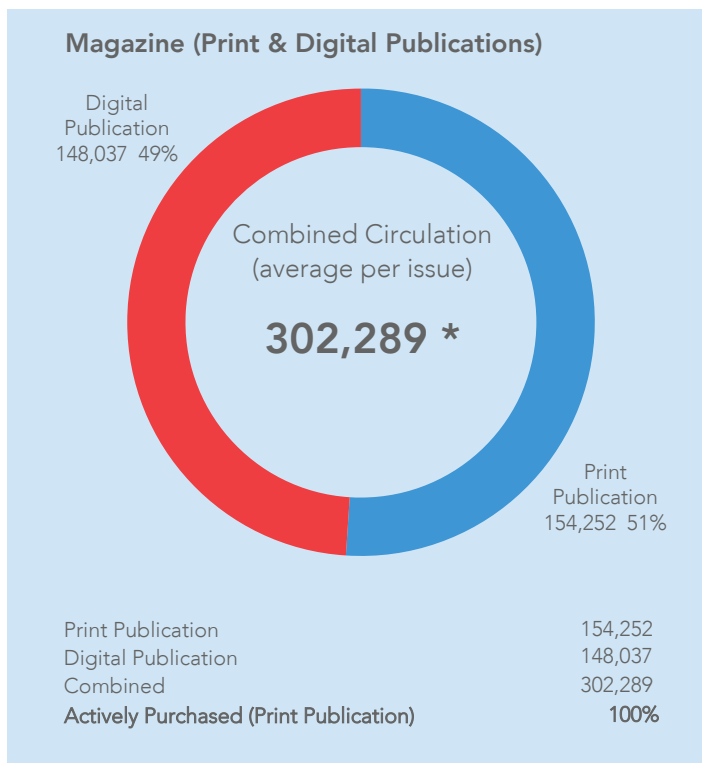
January - June 2019



## The Economist



### United Kingdom Edition



#### Newsletters - Worldwide

Mailings in period	Combined Gross Distribution	Aggregated Gross Distribution per month	Combined Gross emails opened	Open rate
<b>The Economist - Total Newsletters</b>				
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
<b>The Economist this week</b>				
25	1,275,065	5,312,771	326,406	26%
<b>The Economist Today</b>				
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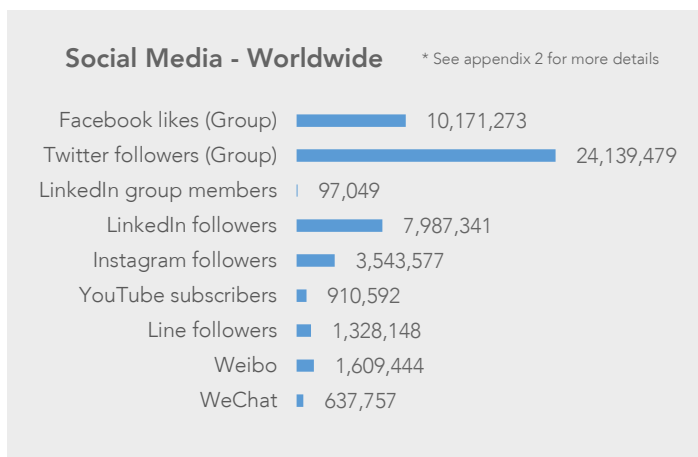
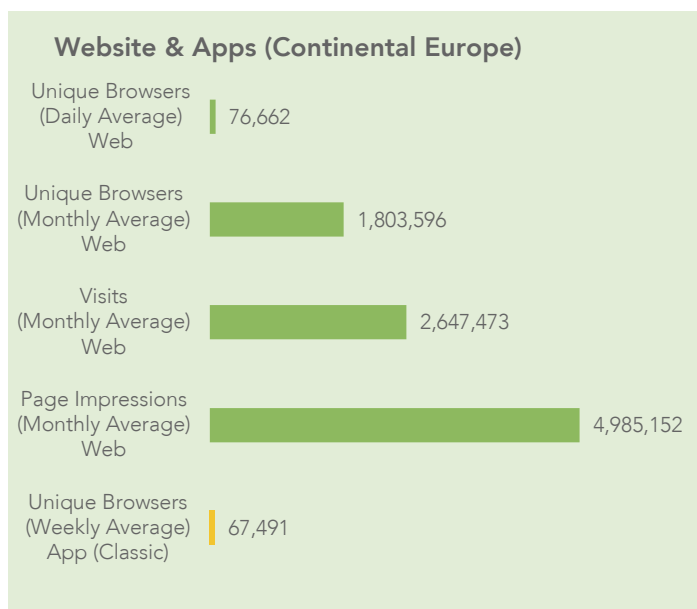
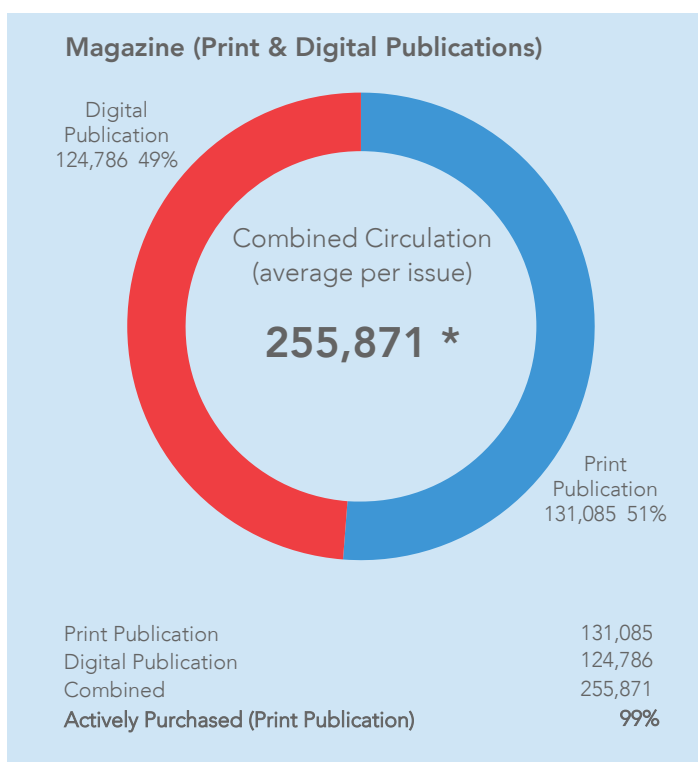


January - June 2019

## The Economist



### Continental Europe Edition



#### Newsletters - Worldwide

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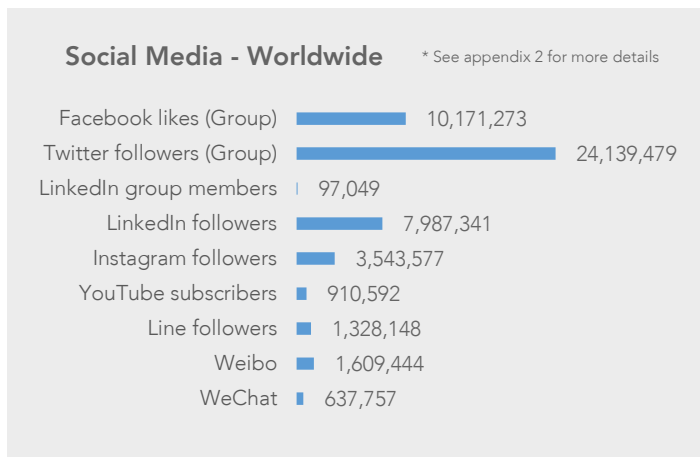
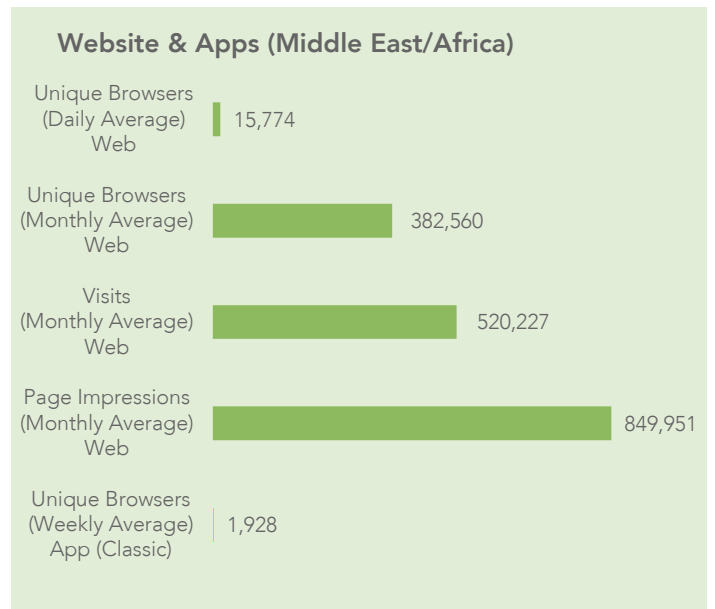
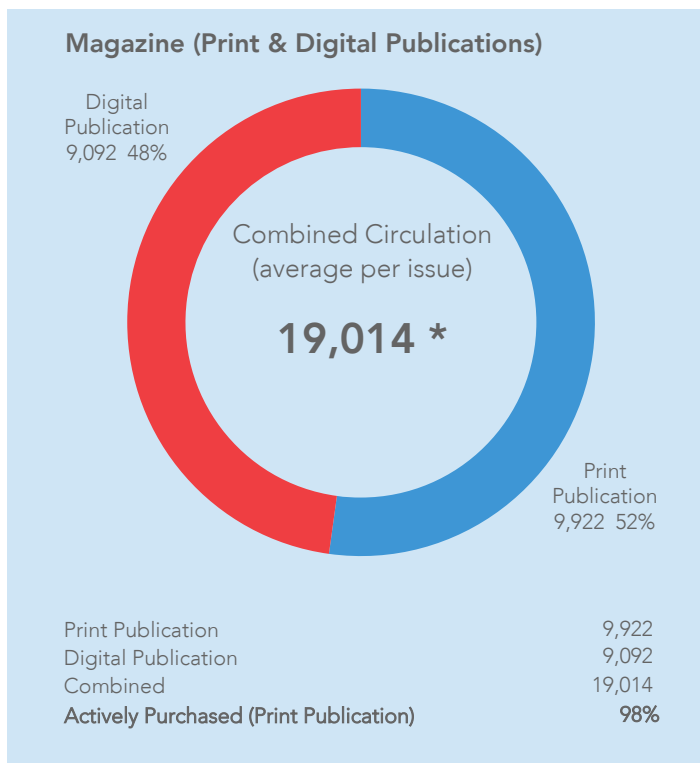
January - June 2019



## The Economist



### Middle East/Africa Edition



#### Newsletters - Worldwide

Mailings in period	Combined Gross Distribution	Aggregated Gross Distribution per month	Combined Gross emails opened	Open rate
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152	2,398,238	29,086,605	602,143	25%
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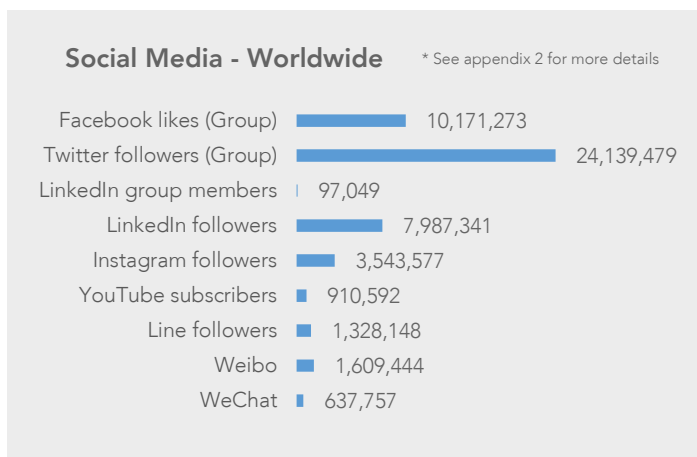
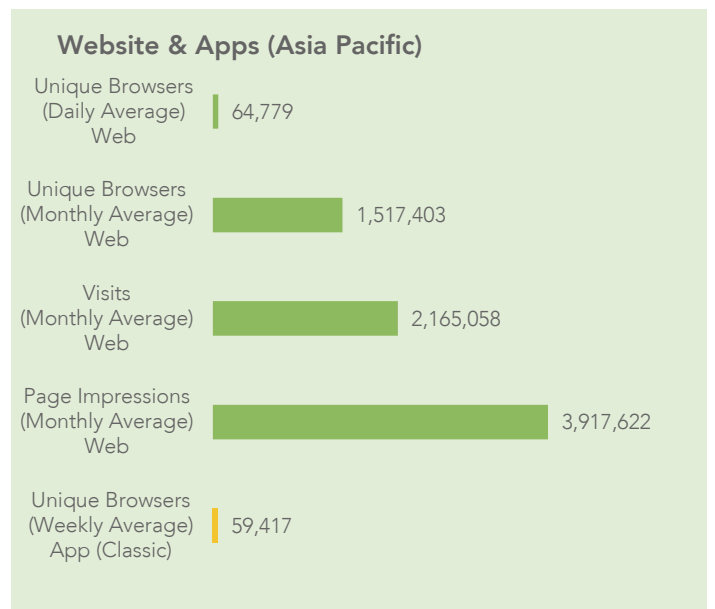
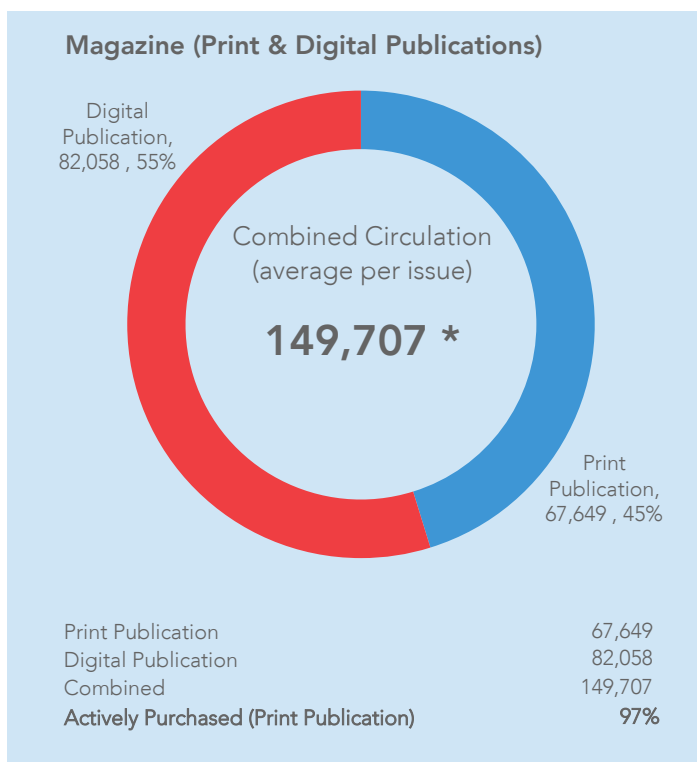
# WORLDWIDE BRAND REPORT



January - June 2019



## Asia Pacific Edition



### Newsletters - Worldwide

Mailings in period	Combined Gross Distribution	Aggregated Gross Distribution per month	Combined Gross emails opened	Open rate
<b>The Economist - Total Newsletters</b>				
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
<b>The Economist this week</b>				
25	1,275,065	5,312,771	326,406	26%
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# WORLDWIDE BRAND REPORT



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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