

# The Economist

## WORLDWIDE BRAND REPORT



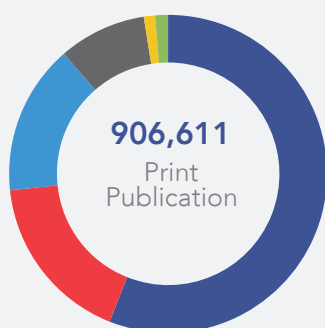
January to June 2020



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.

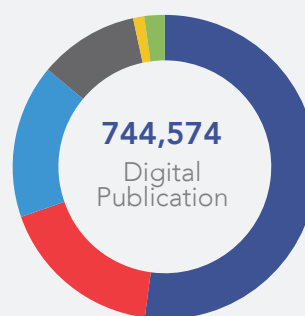
Founded in 1843, The Economist continues to lead the debate in the pursuit of progress around the world by providing bold ideas, a global perspective and rigorous analysis on world affairs.

### WORLDWIDE PRINT AND DIGITAL PUBLICATIONS



Combined Circulation (average per issue)  
**1,651,185\***

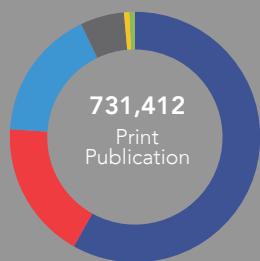
59%	North America Edition	52%
17%	United Kingdom Edition	18%
14%	Continental Europe Edition	16%
8%	Asia Pacific Edition	11%
1%	Middle East/Africa Edition	1%
1%	Latin America Edition	2%



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.

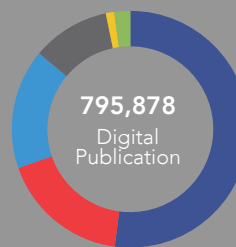
Following the ABC guidelines we have split our Jan to Jun 2020 into two parts, Business as usual being January to March and the remainder of the year (April to June) falling into the Covid-19 period.

### WORLDWIDE PRINT AND DIGITAL PUBLICATIONS - Covid-19 impact - April to June 2020



Combined Circulation (average per issue)  
**1,527,290 \***

58%	North America Edition	51%
18%	United Kingdom Edition	18%
17%	Continental Europe Edition	17%
6%	Asia Pacific Edition	11%
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 459,896 print publication and digital publication copies sold together in a bundle.

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# WORLDWIDE BRAND REPORT



January to June 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 - Business as usual (issues outside of the Covid-19 affected period)	Print Edition	Digital Edition	Combined
Worldwide	906,611	744,574	1,651,185
North America Edition	536,722	388,002	924,724
United Kingdom Edition	155,359	130,777	286,136
Continental Europe Edition	130,642	121,950	252,592
Asia Pacific Edition	68,209	79,016	147,225
Middle East/Africa Edition	10,126	8,755	18,881
Latin America Edition	5,553	16,074	21,627

### ACTIVELY PURCHASED (Print only)

\* See appendix 1 for more details



### PAID DIGITAL CIRCULATION



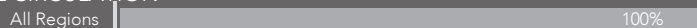
The Economist Newspaper - Covid-19 (issues within the Covid-19 affected period)	Print Edition	Digital Edition	Combined
Worldwide	731,412	795,878	1,527,290
North America Edition	424,994	402,137	827,131
United Kingdom Edition	130,745	142,068	272,813
Continental Europe Edition	123,997	134,766	258,763
Asia Pacific Edition	41,477	89,675	131,152
Middle East/Africa Edition	5,306	9,826	15,132
Latin America Edition	4,893	17,406	22,299

### ACTIVELY PURCHASED (Print only)

\* See appendix 1 for more details



### PAID DIGITAL CIRCULATION



### About this report

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January to June 2020

## 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	500,378	11,799,812	16,635,666	28,541,191
North America Edition	184,047	4,395,711	6,062,310	10,310,132
United Kingdom Edition	65,574	1,535,748	2,164,825	3,708,358
Continental Europe Edition	109,261	2,560,899	3,699,236	6,520,056
Asia Pacific Edition	93,463	2,182,381	3,113,930	5,333,973
Middle East/Africa Edition	23,294	559,856	763,216	1,201,069
Latin America Edition	24,739	565,217	832,149	1,467,603

## 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 (Legacy)		Economist App (Legacy)		Economist App (New)	
	Daily Ave UB's	Weekly Ave UB	Weekly Ave UB's by Platform		Daily Ave UB's	Weekly Ave UB
Worldwide	80,249	267,745	Worldwide	267,745	128,267	247,935
North America Edition		106,488	iPhone	101,855		
Continental Europe Edition		57,657	iPad	68,769		
Asia Pacific Edition		47,468	Android	96,955		
United Kingdom Edition		43,347	Other	166		
Latin America Editon		9,414				
Middle East/Africa Edition		1,638				

\* See appendix 3 for more details

## 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	153	2,631,166	4,200,619	50,798,972	1,177,181	28.0%
	Mailings in period	Average Net Distribution		Aggregated Gross Distribution per month	Average emails opened	Open Rate
The Economist this week	26	2,264,206		9,811,561	662,909	29.3%
The Economist today	127	1,936,413		40,987,411	514,272	26.6%

## The Economist Social Media - as at 30th June 2020

Facebook likes (Group)	10,512,881	Instagram followers	5,018,025	WeChat followers	846,047
Twitter followers (Group)	25,222,037	YouTube subscribers	1,472,798		
LinkedIn followers	11,133,468	Weibo followers	1,870,167		

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January to June 2020



## 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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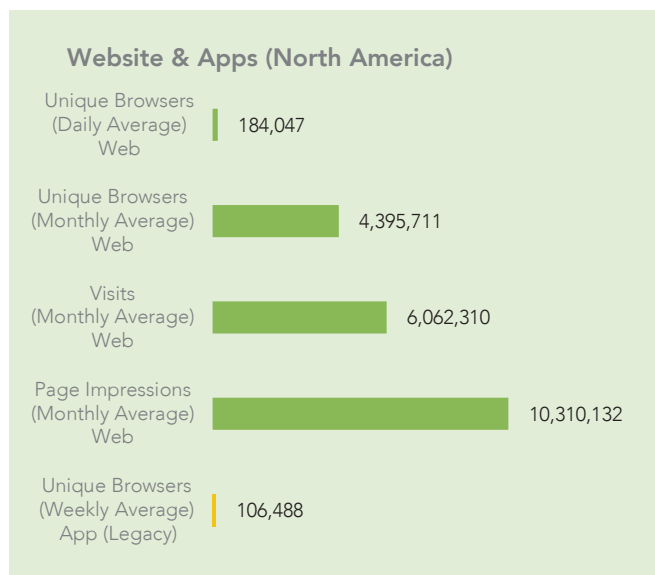
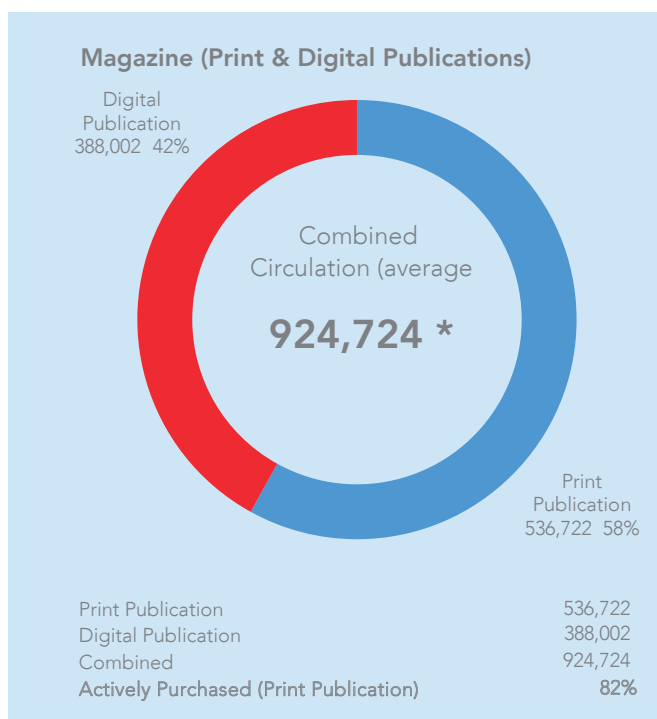
January to June 2020



## 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>				
153	2,631,166	50,798,872	1,177,181	28%
Mailings in period	Average Net Distribution	Aggregated Gross Distribution per month	Average email opened	Open rate
<b>The Economist this week</b>				
26	2,264,206	9,811,561	662,909	29%
<b>The Economist Today</b>				
127	1,936,413	40,987,411	514,272	27%

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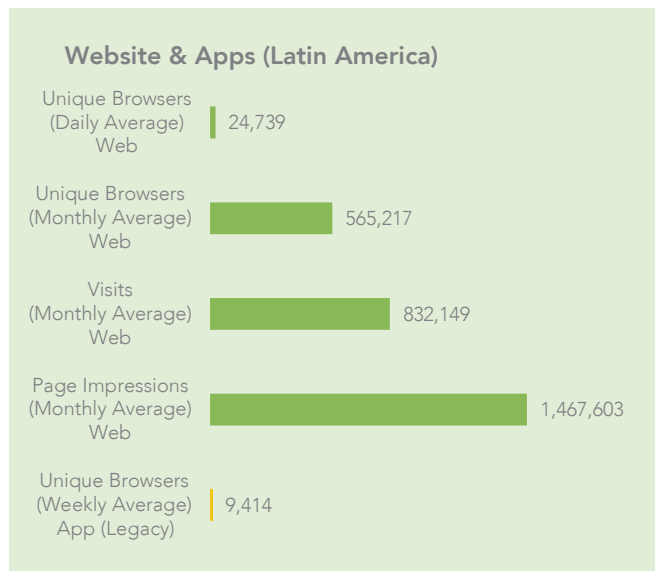
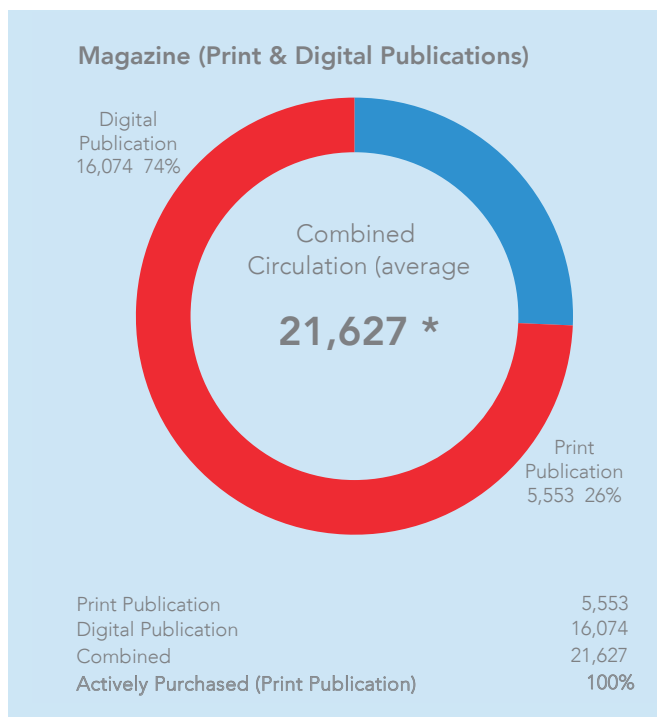
January to June 2020



## 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>				
153	2,631,166	50,798,872	1,177,181	28%
Mailings in period	Average Net Distribution	Aggregated Gross Distribution per month	Average email opened	Open rate
<b>The Economist this week</b>				
26	2,264,206	9,811,561	662,909	29%
<b>The Economist Today</b>				
127	1,936,413	40,987,411	514,272	27%

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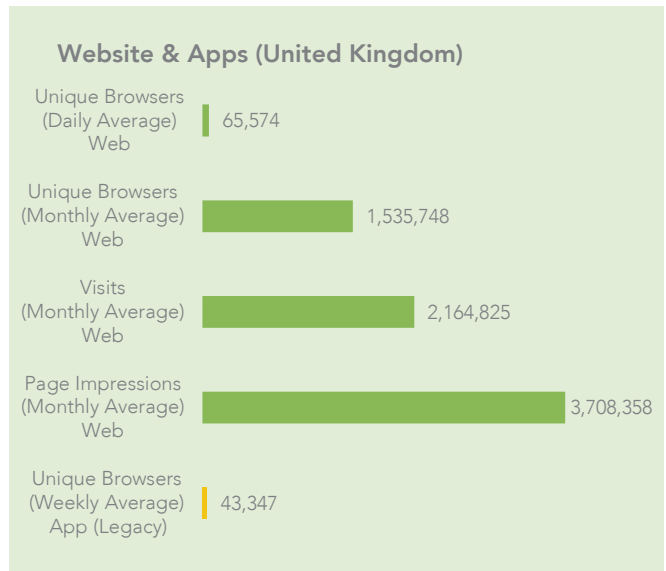
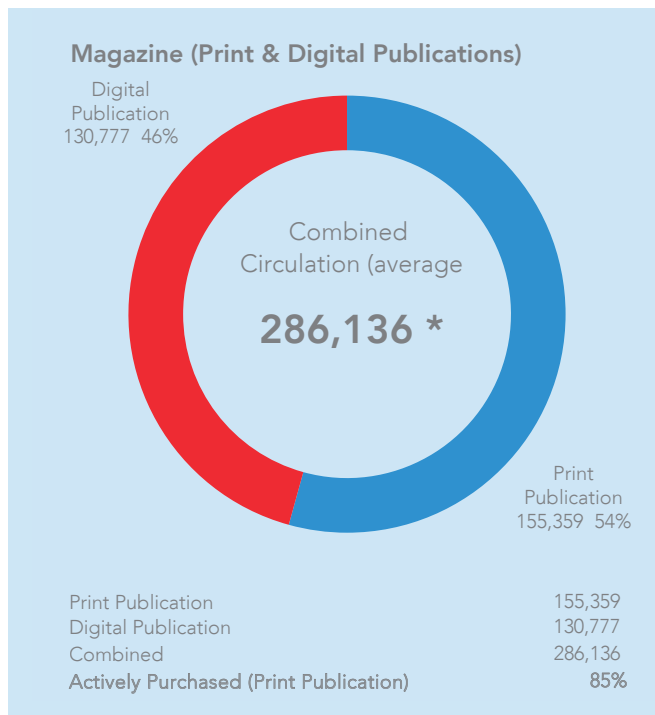
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# WORLDWIDE BRAND REPORT

January to June 2020



## 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>				
153	2,631,166	50,798,872	1,177,181	28%
Mailings in period	Average Net Distribution	Aggregated Gross Distribution per month	Average email opened	Open rate
<b>The Economist this week</b>				
26	2,264,206	9,811,561	662,909	29%
<b>The Economist Today</b>				
127	1,936,413	40,987,411	514,272	27%

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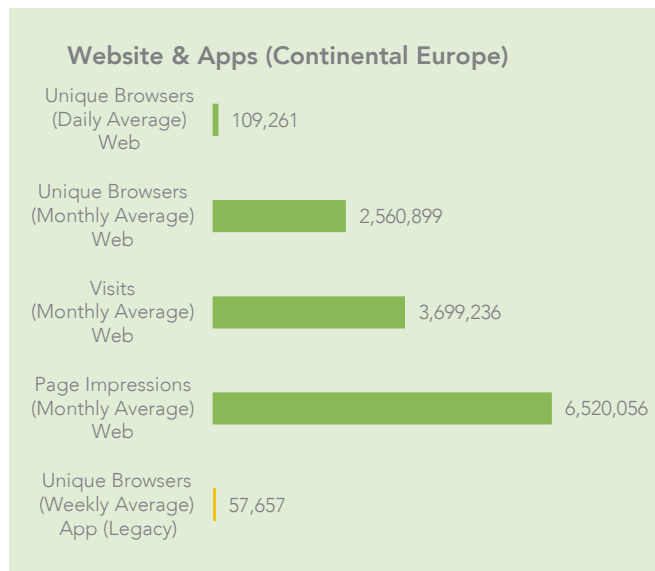
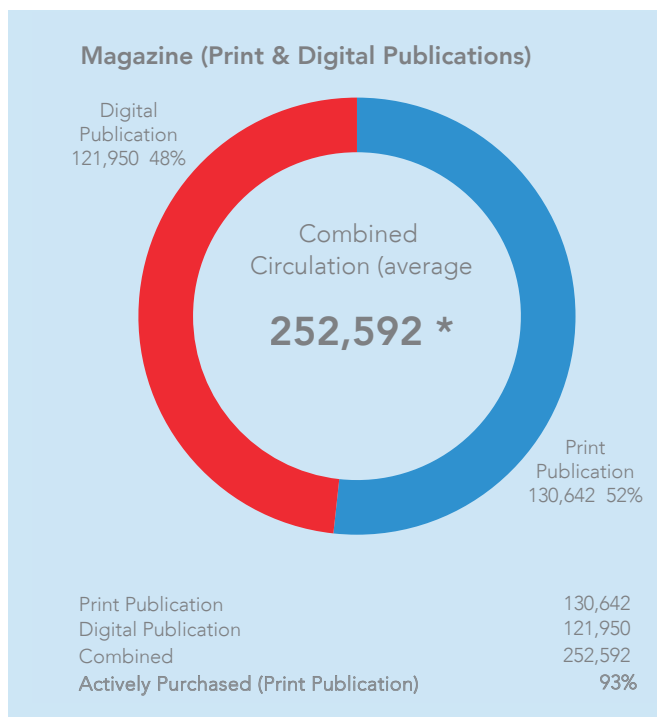
January to June 2020



## 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>				
153	2,631,166	50,798,872	1,177,181	28%
Mailings in period	Average Net Distribution	Aggregated Gross Distribution per month	Average email opened	Open rate
<b>The Economist this week</b>				
26	2,264,206	9,811,561	662,909	29%
<b>The Economist Today</b>				
127	1,936,413	40,987,411	514,272	27%

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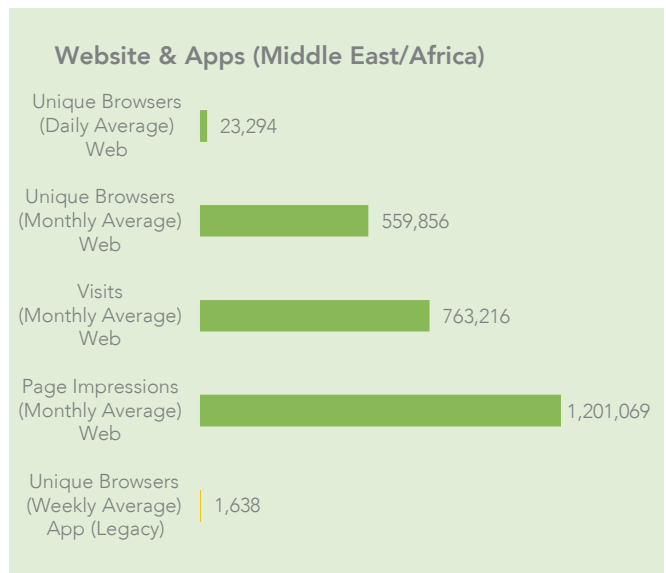
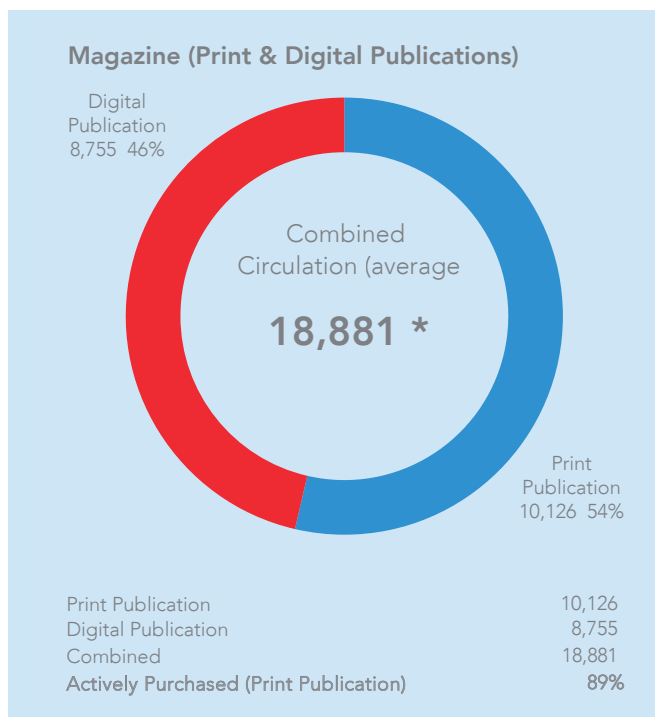
January to June 2020



## 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
<b>The Economist - Total Newsletters</b>				
153	2,631,166	50,798,872	1,177,181	28%
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<b>The Economist this week</b>				
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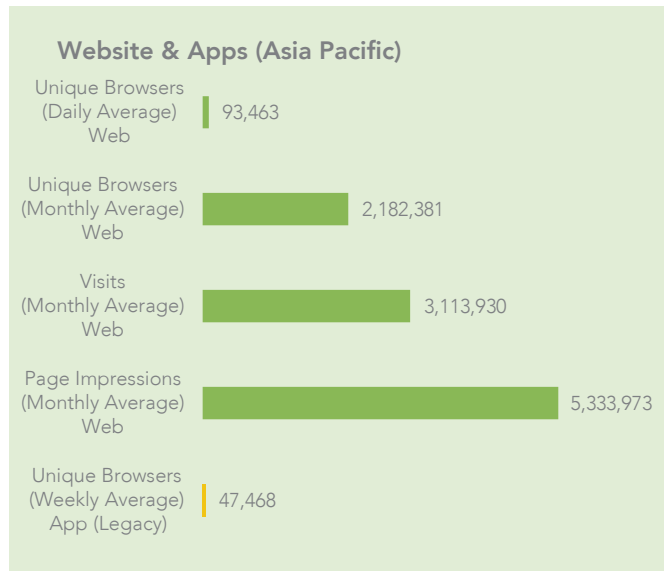
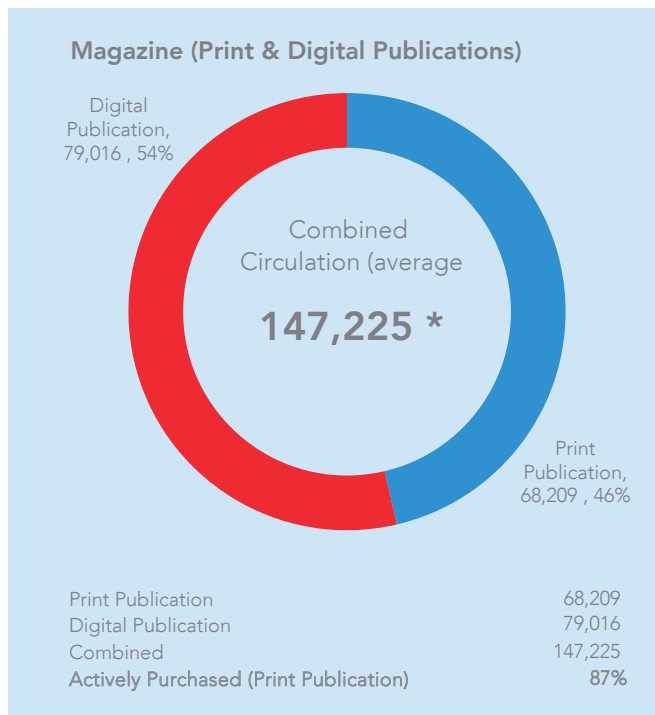
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# WORLDWIDE BRAND REPORT

January to June 2020



## 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>				
153	2,631,166	50,798,872	1,177,181	28%
Mailings in period	Average Net Distribution	Aggregated Gross Distribution per month	Average email opened	Open rate
<b>The Economist this week</b>				
26	2,264,206	9,811,561	662,909	29%
<b>The Economist Today</b>				
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# WORLDWIDE BRAND REPORT



January to June 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 June 30th 2020 and are the total of the following pages or profiles for each platform.

**Facebook Likes (Group): 10,512,881**

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

**Twitter Followers (Group): 25,222,037**

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

**LinkedIn Followers: 11,133,468**

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

**Instagram Followers: 5,018,025**

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

**YouTube Subscribers: 1,472,798**

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

**Weibo Followers: 1,870,167**

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

**WeChat Followers: 846,047**

*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.

### 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](#)  
[www.economist.com](http://www.economist.com)  
[Economist App \(New\)](#)

[The Economist Digital Publication - Circulation](#)  
[Economist App \(Legacy\)](#)  
[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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