



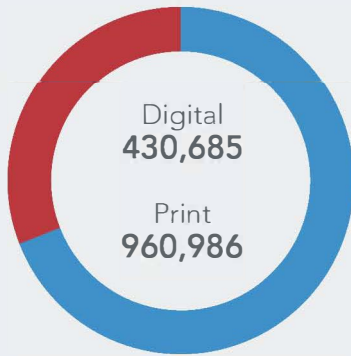
The Economist

More than just a newspaper, *The Economist Group* is a media company that creates mind-stretching text, audio, video 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.

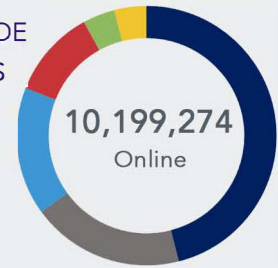
PRINT & DIGITAL EDITION- WORLDWIDE

1,391,671
Average Circulation

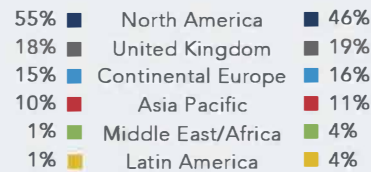


Average Circulation

WORLDWIDE EDITIONS



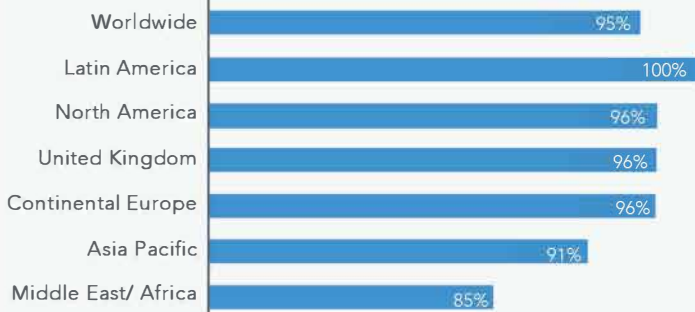
Monthly Average Unique Browsers



ACTIVELY PURCHASED

Magazine (Print & Digital Editions)

* See appendix 1 for more details



WEB & NEWSLETTERS



WWW.ECONOMIST.COM

436,250
Daily Average
Unique Browsers

10,199,274
Monthly Average
Unique Browsers



NEWSLETTERS

1,134,032
Combined
Net Distribution

21,743,997
Aggregated Gross
Distribution per month

SOCIAL MEDIA

* See appendix 2 for more details



25,801,353
TWITTER
Twitter followers (Group)



5,159,413
LINKEDIN
LinkedIn followers



9,879,635
FACEBOOK
Facebook page likes (Group)



1,431,528
INSTAGRAM
Instagram followers

More information:
To find out more about ABC, please visit abc.org.uk

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WORLDWIDE BRAND REPORT

July - December 2017



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	Digital Edition	Combined
Worldwide	960,986	430,685	1,391,671
North America Edition	545,575	212,493	758,068
United Kingdom Edition	165,471	88,658	254,129
Continental Europe Edition	144,783	56,636	201,419
Asia Pacific Edition	83,918	54,052	137,970
Middle East/Africa Edition	13,814	6,450	20,264
Latin America Edition	7,425	12,396	19,821

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 Avg UBs	Monthly Avg UBs	Monthly Visits	Monthly Page Impressions
Worldwide	436,250	10,199,274	14,812,643	26,123,496
North America	194,770	4,694,769	6,544,051	11,901,166
Continental Europe	85,773	1,952,405	2,939,291	5,742,736
Asia Pacific	71,589	1,604,988	2,364,636	4,519,297
United Kingdom	48,722	1,113,270	1,660,241	3,316,946
Latin America	17,976	397,414	618,400	1,176,909
Middle East/Africa	17,420	411,035	588,079	1,024,524

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.



The Economist App	Daily Average UBs	Weekly Average UBs	Weekly Average UBs by Platform	
Worldwide	108,650	386,860	Worldwide	386,860
North America Edition		157,712	iPhone	170,826
Continental Europe Edition		76,926	iPad	112,062
United Kingdom Edition		65,685	Android	98,256
Asia Pacific Edition		71,480	Other	5,716
Latin America Edition		12,913		
Middle East/Africa Edition		3,675		

* See appendix 3 for more details

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WORLDWIDE BRAND REPORT

July - December 2017



The Economist Newsletter

The Economist offers registered users two editorially-curated newsletters every week. Published every Thursday, "Editor's picks" 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 "Daily Dispatch" 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	149	1,134,032	2,083,196	21,743,997	467,606	22%
	Mailings in period	Average Net Distribution		Aggregated Gross Distribution per month	Average emails opened	Open rate
Editors Picks	25	1,291,437		5,380,988	287,150	22%
Daily Dispatch	124	791,759		16,363,009	180,456	23%

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 of December 29th
Facebook Likes (Group)	9,879,635
Twitter Followers (Group)	25,801,353
LinkedIn Followers	5,159,413
LinkedIn Members	98,874
Google+ Circle Members	10,471,707
Instagram Followers	1,431,528
YouTube Subscribers	397,659
Line Followers	1,043,360
Weibo Followers	982,525
WeChat Followers	393,788

* See appendix 2 for more details

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 – Worldwide Sales Group](#)
- [www.economist.com](#)
- [Economist App](#)
- [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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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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The Economist

WORLDWIDE BRAND REPORT

July - December 2017

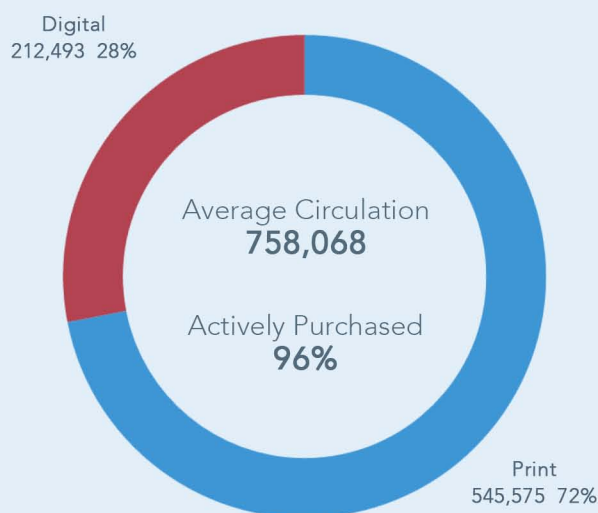


The Economist

North America Edition

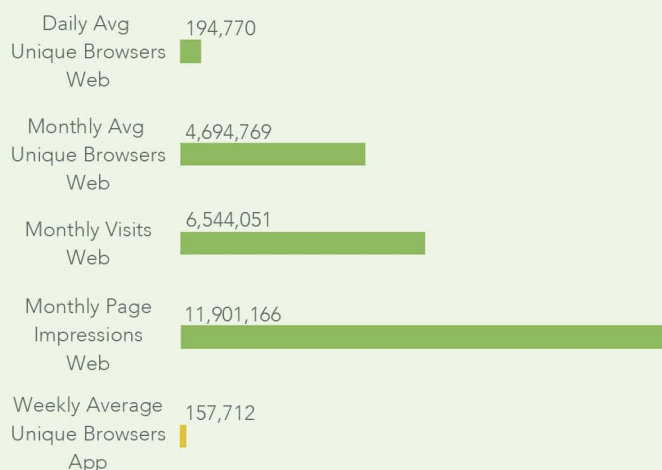


Magazine (Print & Digital Edition)



Print Edition	545,575
Digital Edition	212,493
Combined	758,068
Actively Purchased	96%

Website & Apps (North America)



Newsletters - Worldwide

The Economist - Total Newsletters

Mailings in period	Combined Gross Distribution	Aggregated Gross Distribution per month	Combined Gross emails opened	Open rate
149	2,083,196	21,743,997	467,606	22%

Mailings in period	Average Net Distribution	Aggregated Gross Distribution per month	Average emails opened	Open rate
Editors Picks				
25	1,291,437	5,380,988	287,150	22%
Daily Dispatch				
124	791,759	16,363,009	180,456	23%

Social Media - Worldwide

* See appendix 2 for more details



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The Economist

WORLDWIDE BRAND REPORT

July - December 2017

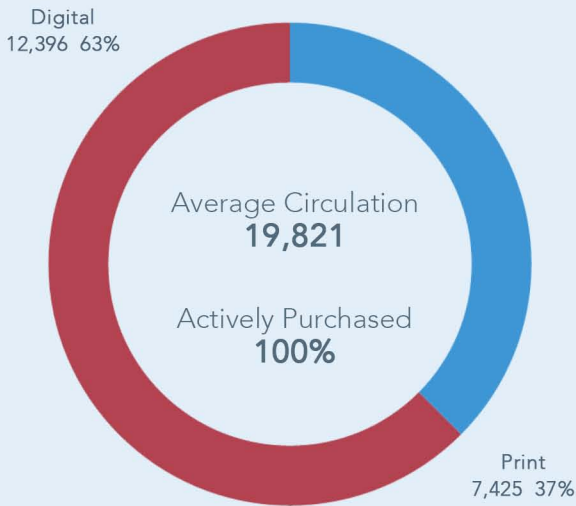


The Economist

Latin America Edition

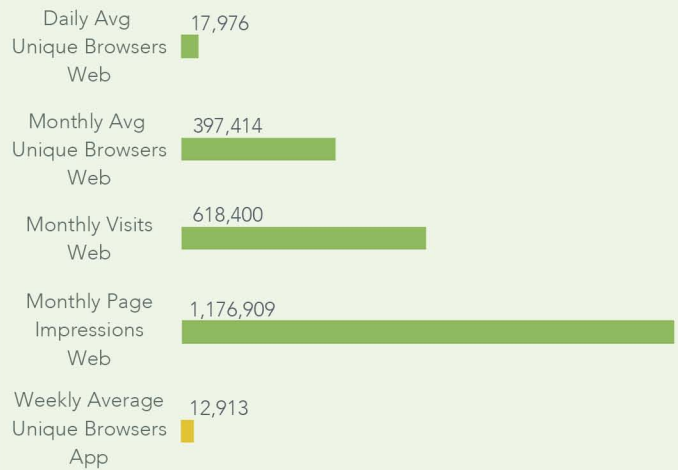


Magazine (Print & Digital Edition)



Print Edition	7,425
Digital Edition	12,396
Combined	19,821
Actively Purchased	100%

Website & Apps (Latin America)



Newsletters - Worldwide

The Economist - Total Newsletters

Mailings in period	Combined Gross Distribution	Aggregated Gross Distribution per month	Combined Gross emails opened	Open rate
149	2,083,196	21,743,997	467,606	22%

Mailings in period	Average Net Distribution	Aggregated Gross Distribution per month	Average emails opened	Open rate
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Daily Dispatch				
124	791,759	16,363,009	180,456	23%

Social Media - Worldwide

* See appendix 2 for more details



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WORLDWIDE BRAND REPORT

July - December 2017

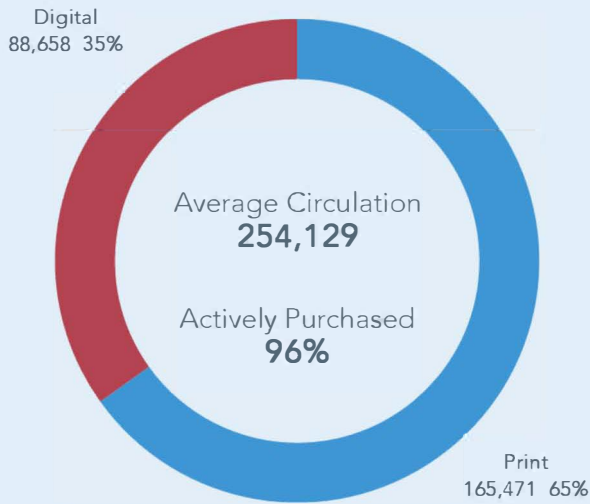


The Economist



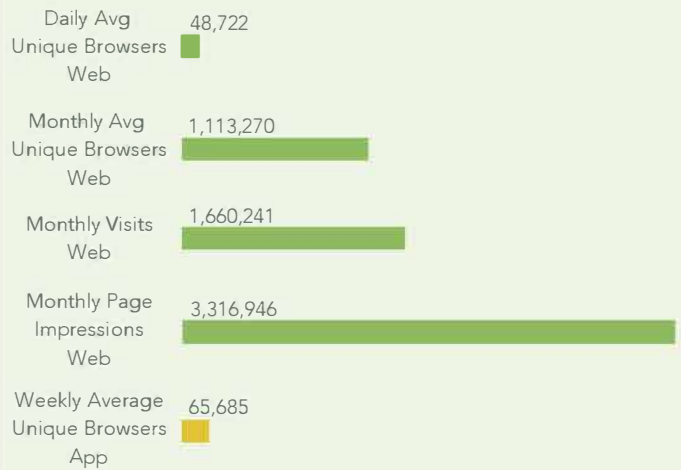
United Kingdom Edition

Magazine (Print & Digital Edition)



Print Edition	165,471
Digital Edition	88,658
Combined	254,129
Actively Purchased	96%

Website & Apps (United Kingdom)



Newsletters - Worldwide

The Economist - Total Newsletters

Mailings in period	Combined Gross Distribution	Aggregated Gross Distribution per month	Combined Gross emails opened	Open rate
149	2,083,196	21,743,997	467,606	22%

Mailings in period	Average Net Distribution	Aggregated Gross Distribution per month	Average emails opened	Open rate
Editors Picks				
25	1,291,437	5,380,988	287,150	22%
Daily Dispatch				
124	791,759	16,363,009	180,456	23%

Social Media - Worldwide

* See appendix 2 for more details



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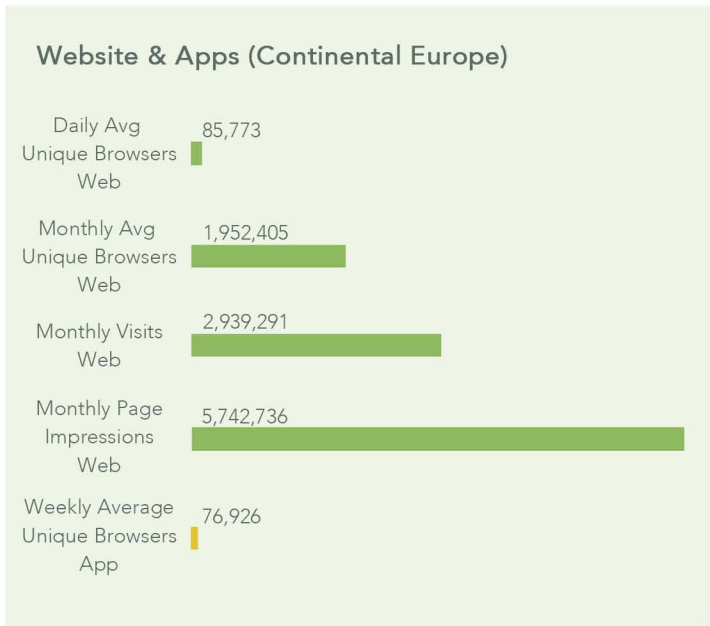
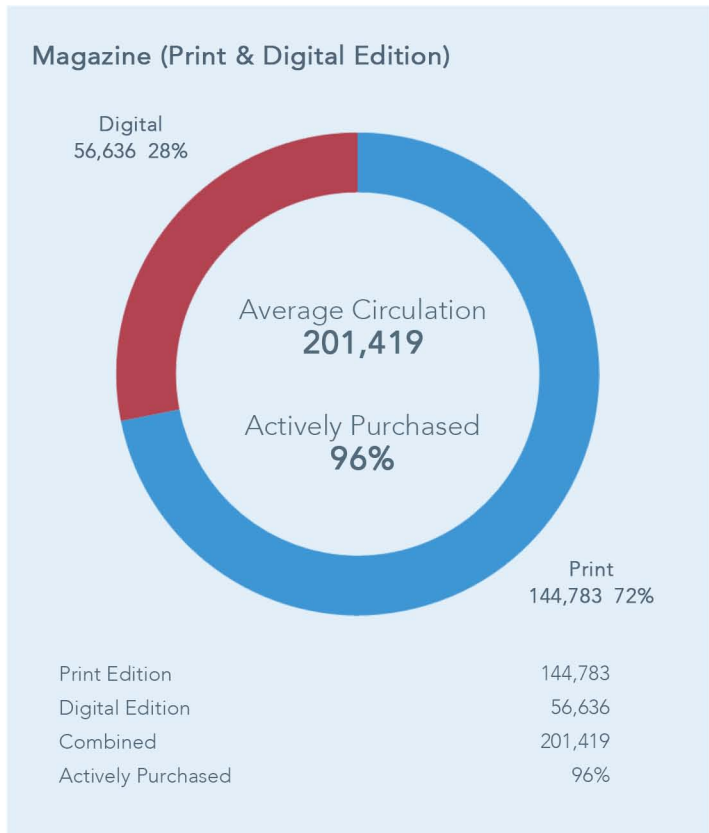
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W: www.economist.com



The Economist



Continental Europe Edition



Newsletters - Worldwide

The Economist - Total Newsletters

Mailings in period	Combined Gross Distribution	Aggregated Gross Distribution per month	Combined Gross emails opened	Open rate
149	2,083,196	21,743,997	467,606	22%

Mailings in period	Average Net Distribution	Aggregated Gross Distribution per month	Average emails opened	Open rate
Editors Picks				
25	1,291,437	5,380,988	287,150	22%
Daily Dispatch				
124	791,759	16,363,009	180,456	23%

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The Economist

WORLDWIDE BRAND REPORT

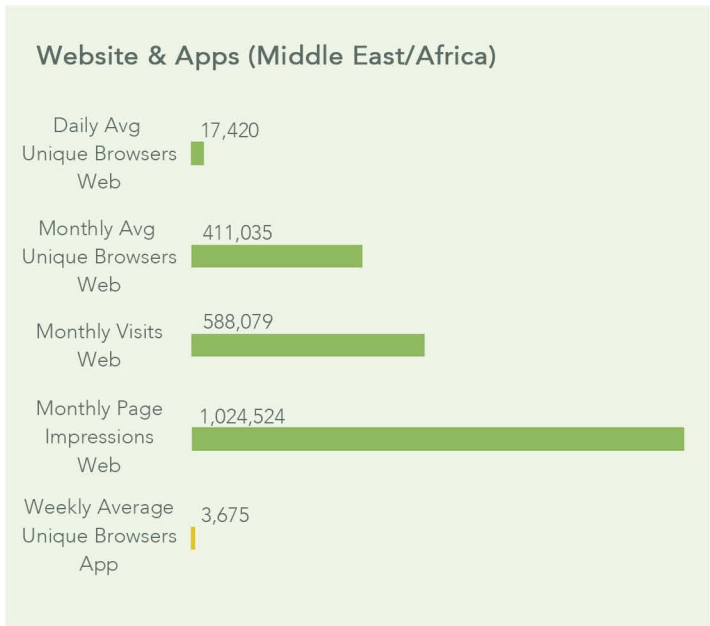
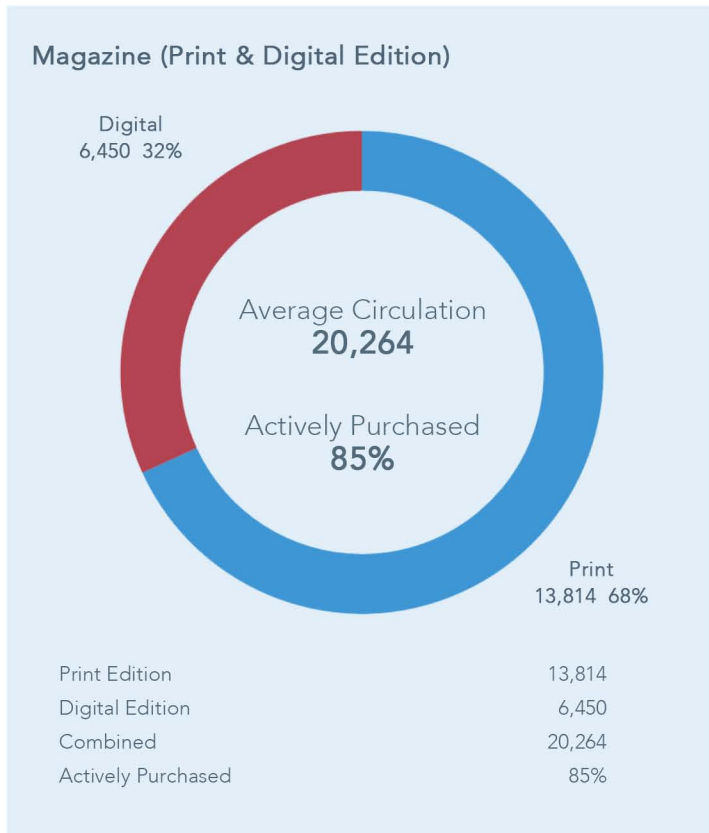
July - December 2017



The Economist



Middle East/Africa Edition



Newsletters - Worldwide

The Economist - Total Newsletters

Mailings in period	Combined Gross Distribution	Aggregated Gross Distribution per month	Combined Gross emails opened	Open rate
149	2,083,196	21,743,997	467,606	22%

Mailings in period	Average Net Distribution	Aggregated Gross Distribution per month	Average emails opened	Open rate
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July - December 2017

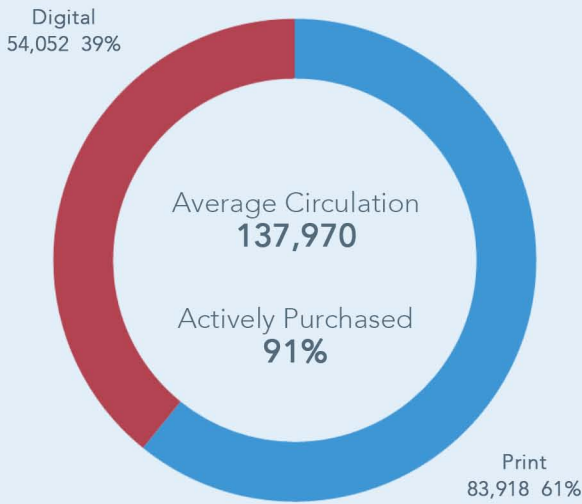


The Economist

Asia Pacific Edition

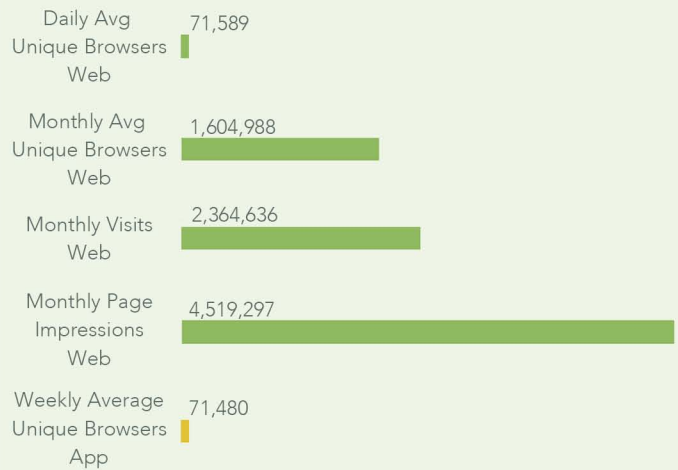


Magazine (Print & Digital Edition)



Print Edition	83,918
Digital Edition	54,052
Combined	137,970
Actively Purchased	91%

Website & Apps (Asia Pacific)



Social Media - Worldwide

* See appendix 2 for more details



Newsletters - Worldwide

The Economist - Total Newsletters

Mailings in period	Combined Gross Distribution	Aggregated Gross Distribution per month	Combined Gross emails opened	Open rate
149	2,083,196	21,743,997	467,606	22%

Mailings in period	Average Net Distribution	Aggregated Gross Distribution per month	Average emails opened	Open rate
Editors Picks				
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Daily Dispatch				
124	791,759	16,363,009	180,456	23%

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WORLDWIDE BRAND REPORT

July - December 2017



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

Appendix 2. Social Media

All Social Media figures were as of December 29th 2017 and are the total of the following pages or profiles for each platform.

Facebook Likes (Group): 9,879,635

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

Twitter Followers (Group): 25,801,353

<https://twitter.com/theeconomist>
<http://twitter.com/econbizfin>
<http://twitter.com/econoeconomics>
<http://twitter.com/econdailycharts>
<http://twitter.com/econscitech>
<http://twitter.com/econUS>
<http://twitter.com/econeuropa>
<http://twitter.com/econculture>
<http://twitter.com/EconAsia>
<http://twitter.com/econbiztravel>
<http://twitter.com/econbritain>
<http://twitter.com/econdiscuss>

LinkedIn Followers: 5,159,413

<https://www.linkedin.com/company/the-economist>

LinkedIn Members: 98,874

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

Google+ Circle Members: 10,471,707

<https://plus.google.com/u/1/+TheEconomist>

Instagram Followers: 1,431,528

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

YouTube Subscribers: 397,659

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

Line Followers: 1,043,360

The Economist Official Account within the Line App

Weibo Followers: 982,525

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

WeChat Followers: 393,788

TheEconomistGroup

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.

More information:

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