

A close-up photograph of a person's hand holding a silver smartphone. The hand has purple nail polish and a gold ring on the ring finger. The phone is held over a laptop keyboard, which is partially visible. The background is blurred, showing a wooden desk and another person's hand in the upper left corner. A red rectangular box is overlaid on the image, containing the text 'Economist Impact Amplification Capabilities'.

**ECONOMIST
IMPACT**

Economist Impact Amplification Capabilities



[Insights
+
Innovation
+
Influence]

=

ECONOMIST
IMPACT

Introducing Economist Impact

Economist Impact is a new business unit within The Economist Group that is committed to helping individuals, organisations, governments and foundations drive change on important global issues.

United by an unwavering commitment to pursue progress - **Economist Impact combines the rigour of a think-tank with the creativity of a media brand to engage a globally influential audience.**

Seamlessly bringing together bespoke policy research, expert insights, data visualisations, custom storytelling, events and media - we work with clients to **develop and amplify** engaging, insight-based, editorially-led content that informs, engages and sparks discussion among the world's most influential audience.

OUR CORE CAPABILITIES:

POLICY RESEARCH & INSIGHTS

Our analysis is fundamental for a world in flux, informing decision-making and strategy to propel progress on the issues that matter most.

BRAND STORYTELLING

Powerful narrative development informed by The Economist's distinctive tone and style - brought to life with innovative execution.

DATA VISUALISATION

We distil the most complex issues into actionable insights using a range of data and creative tools - designed to educate our audience in a visually engaging and fact-packed way.

GLOBAL & BESPOKE EVENTS

Convening world-class thought leaders on a range of strategic business issues, facilitating connections and inspiring leaders.

MEDIA & ADVERTISING

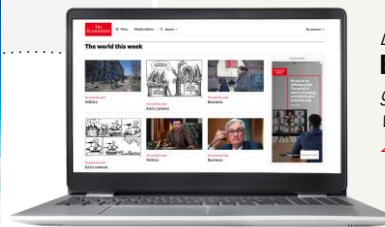
Leveraging the trust, credibility, range and scale of our media ecosystem to guarantee awareness among influential audiences.

ECONOMIST
IMPACT

WEEKLY NEWSPAPER:

Print Edition:

Insight and analysis of the world's most important developments - and their potential impact
Paid print and digital circulation 1,574,197



DESKTOP, MOBILE & TABLET WEB

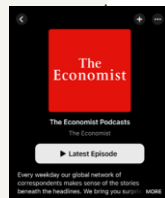
Economist.com

goes beyond our daily and weekly coverage of world events, with powerful tools and features.
22.9M page views / 8.7M unique users

AUDIO:

Economist Radio:

Expert analysis and independent coverage delivered via 7 x original podcasts
27M monthly downloads



ORIGINAL CONTENT

Economist Films:

Authoritative insight and opinion on international news, politics, business, finance, science, technology and the connections between them.
2.93M YouTube subscribers



INSPIRING DEBATE

Economist Impact Events:

Convening world-class thought leaders on a range of strategic business issues
170 events / 30 Countries / 70,000 attendees

Driving impact across our entire ecosystem



Newsletters:

The very best of The Economist, straight to readers' inbox.
Combined distribution 4.5M



Economist Impact 12.7K Subscribers
Economist Films: 2.93M Subscribers



@TheEconomist: 27.5M followers
@EconomistImpact: 224K followers
@EconomistEvents: 37K followers



The Economist: 10.9M followers
Economist Impact Events: 81K followers
Economist Impact: 9.9K followers



The Economist: 13.1M followers
Economist Impact: 33.9K followers
Economist Events: 27K followers
Trade, Tech & Industry: 3,.8K followers / Healthcare: 2.7K followers / Sustainability: 1.4K followers



The Economist: 6.0M followers
Theeconomistevents_: 66.6K followers

**ECONOMIST
IMPACT**

An audience with influence

LEADERS DRIVING PROGRESS

The Economist's readers are part of a select community of global business leaders, policy makers and opinion leaders who are responsible for influencing change within their organisations and beyond...

AUDIENCE BREAKDOWN

Global Business Influencers (GBIs) are the most senior individuals in companies with 50+ employees. They are a niche audience representing less than 1% of the population.

I NFLUENTIAL

44%

We reach over **2/5 C-Suites** globally

M OTIVATED

84%

Of our audience think **sustainable / responsible investing is important for their company's investment decisions** or ESG is important while investing their own money.

P OLICY MAKERS

56%

Of our audience have **Advised/interacted or made policy with members of government**

A FFLUENT

NEARLY

HALF

We reach 45% of Global Business Influencers with **\$1Million+** Net Worth/Liquid Assets

C URIOUS

85%

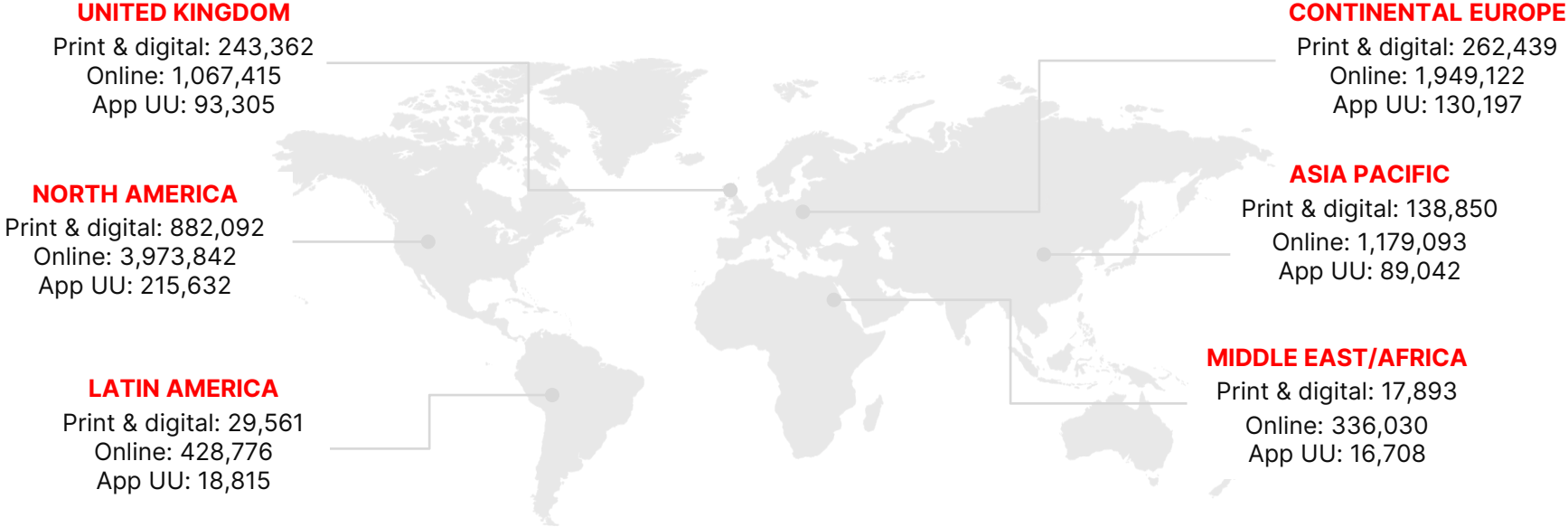
Of our audience **value exploration and discovery**

T HOUGHT LEADERS

HALF

We reach 50% of global business influencers who **have been interviewed** in the press or on TV/radio in the past year

Global, multiplatform coverage



PAID PRINT & DIGITAL CIRCULATION: 1,574,197

WORLDWIDE
Online monthly unique users: 8,790,338
App weekly average unique users: 563,699
Combined distribution of newsletters: 4,556,413

The Economist readers are deeply aligned with our areas of expertise

At Economist Impact, we are focused on addressing critical issues at the intersection of people, planet and progress.

We reach the world's most influential individuals **who not only care deeply about global issues, but are passionate about driving positive change.**



Sustainability

We reach **45%** of Chief Sustainability / Environmental protection officers globally

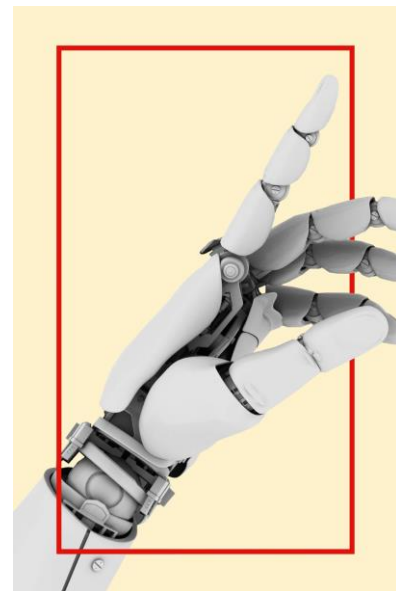
76% of our audience work within companies that have policies to ensure supply chain responds to environmental and/or ethical standards



Health

We reach **42%** of Business Decision Makers in Healthcare

We reach **41%** of those who work at companies with an active ESG strategy when it comes to working conditions ensuring health and safety or health prevention



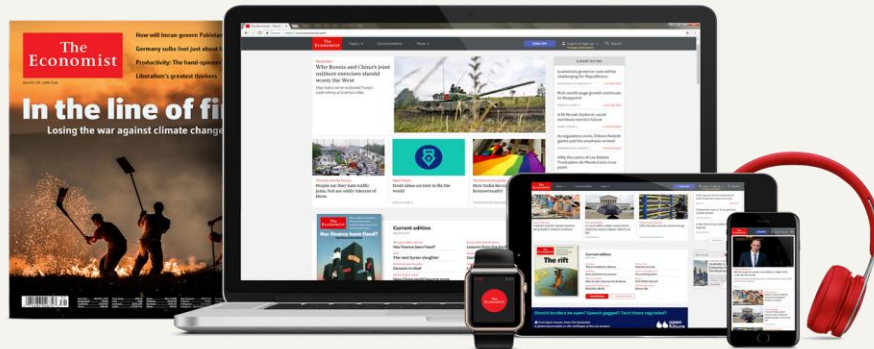
New Globalisation

We reach over **half** of those whose main responsibility is Tech implementation / digital transformation

49% of those involved in FDI

38% Chief Supply Chain Officers

Our engaged audience across platforms



Worldwide

Total Brand

Read Economist content daily	44%
Spent more than 30 mins on an average sitting with Economist content	52%
Spent 1+ hour on an average sitting with Economist content	19%
Consumed 51% or more sections	55%
Read <i>The Economist</i> to connect to a news source that I can trust	76%

Our footprint in India

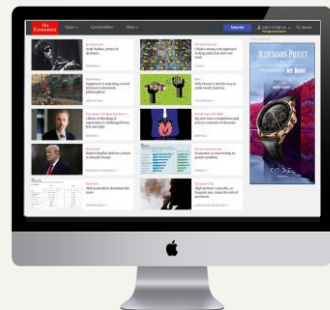


PRINT & DIGITAL EDITION

Flagship of The Economist Group's portfolio of global current affairs and business media brands.

21,971 audited copies per week

Jul-Dec 2021, ABC Worldwide Brand Report



ONLINE

The premier destination for intelligent conversation and debate.

526,588 unique visitors

1,149,106 page views per month

Jul-Dec 2021, ABC Worldwide Brand Report, 6-month average



An Audience of Business Decision Makers

<i>The Economist</i> Total Brand Audience	APAC	India*
C-Suite	31%	39%
Total Management	59%	66%
Business Decision Maker	63%	69%
High Income Group (HHI US\$150K+)	37%	14%
Investable assets US\$1M+	35%	21%

Source: The Economist Group Opinion Leaders Survey 2018

Base: Read, view or listen to *The Economist* in past 30 days.

*Handle data with care due to small sample size.



Why work with us?

Editorial excellence

Our difference lies in the **rigor of our editorial approach** combined with a **unique ability to translate the world's most complex issues** into valuable insights for people and organisations.

An influential community

Across multiple channels, we **reach and engage those responsible for shaping the global agenda.**

Comprehensive ecosystem

Build **unrivalled brand equity** by leveraging the **expertise, reach and reputation** that only **The Economist Group** provides.

Solutions oriented

We are committed to **delivering the highest quality solutions and service** that exceed expectations and ROI.

Drive impact

Everything we do is **designed to deliver impact** for our influential community, clients and partners.



ECONOMIST
IMPACT

Print

Since 1843, *The Economist* has provided analysis on the most important news across business, science, technology, politics, and culture- helping readers understand the **faces, factors and forces** shaping our future.

PARTNER BENEFITS:

- Access to an audience of **1.5M worldwide**
- Alignment with **trusted, quality content**
- **44% of readers consume 4/4 issues** - harness this loyal and engaged audience

OPPORTUNITIES:

PREMIUM

Positions guarantee maximum awareness and impact

PROMOTIONAL

Interview, article or profile to directly showcase your industry expertise

SPONSORSHIP

Of specific topic areas with dedicated special reports

STRATEGIC

Distribution of *The Economist* at key global events (eg Davos and COP27)

Extensions available:

DIGITAL

Alignment alongside complementary content

SOCIAL

Full page Instagram story ads on Instagram



The Economist

Authoritative insight and opinion on international news, politics, business, finance, science, technology and the connections between them.



The World Ahead:

Our guide to the coming year - Our correspondents and external experts consider this era of transformation asking what it means for politics, economics, business, science and culture.



Summer Special:

Packed with long-form articles, our new 64-page supplement is designed to immerse our readers with extraordinary stories of an extraordinary world.



Special Reports:

In-depth analysis and practical insights on a single, globally important issue.



Technology Quarterly:

From AI to healthcare, this regular issue focuses on the latest trends within the tech sector



Christmas Issue:

This double issue special provides readers with *The Economist's* unique take on subjects beyond our usual fare of current affairs.

43%

Read *The Economist* content daily

Over HALF

Of readers spend **30 mins+ reading** (on average 54%)

76%

Read 'connect to a news source that I can trust'

**ECONOMIST
IMPACT**

Digital

[Economist.com](https://www.economist.com) is a leading source for global news and analysis on current affairs, business, world politics, technology and culture.

Across 35+ sections, we deliver authoritative insight across a range of engaging formats including columns, blogs, infographics, podcasts and more.

PARTNER BENEFITS:

- Be **front of mind** as users seek to understand the impact of global developments
- **Digital-only content** drives exploration and engagement

OPPORTUNITIES:

100% SOV

With homepage, channel & first impression takeovers

HIGH IMPACT

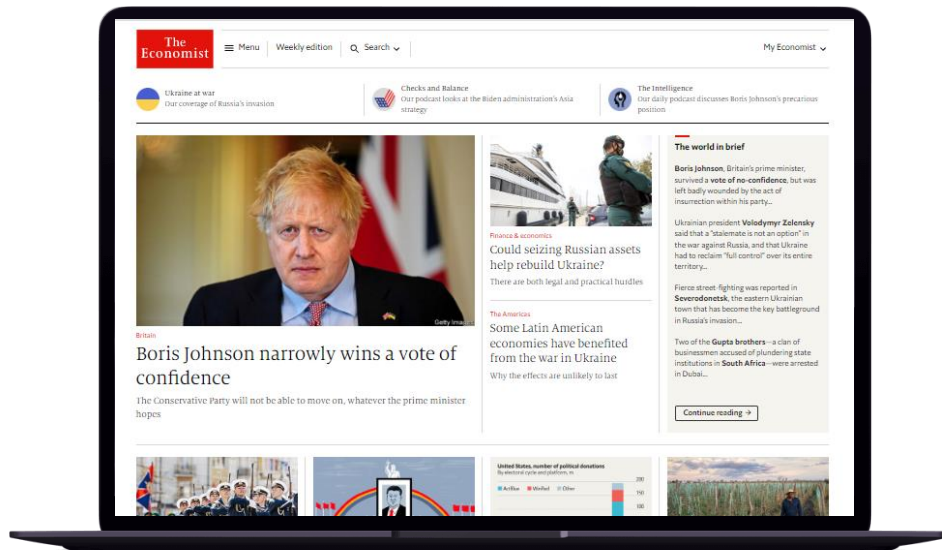
Display with synched units, large formats and mobile in-scroll units.

184magazine

Long-form stories spanning style, food, design and culture. Full site takeover and high frequency placements.

BRANDED CONTENT

We can work with you to create custom articles, whitepapers, infographics, videos and more - designed for a digital first audience.



22.9 million+

Page views
(monthly)

8.7 million+

Unique Users
(monthly)

Nearly **HALF**

Read Economist digital
content daily (48%)

ECONOMIST
IMPACT

First-Party Data & Targeting

In addition to delivering a qualified influential audience at scale, we can target very specific subsets of our community that you wish to reach with our range of targeting solutions.

Using **154m data points collected across our sites**, we constantly enhance our understanding of our readers' interests, behaviours and intents - and use these proprietary insights to boost reach and accuracy for our advertising partners.

PARTNER BENEFITS:

- **Reach a qualified audience** through the **power of our first-party data**
- **Low wastage** and **ROI**
- Ability to serve **tailored messaging** for **maximum engagement**
- Create a **consistent brand experience** after leaving our platforms

OPPORTUNITIES:

AUDIENCE:

Reach specific users such as C-Suite, Institutional Investors or HNWIs wherever they are across our platforms.

CONTEXTUAL:

Alignment alongside content topics (e.g. Technology), Section (eg The World This Week) or Daily content promoted within our newsletter/s.

AUDIENCE EXTENSION:

Re-engage our readers when they leave Economist.com in brand-safe premium environments.



Video

Across Economist.com, we provide a range of solutions to promote client-owned videos - positioned within contextually relevant content and trusted environments.

PARTNER BENEFITS:

- **Embed your brand message** within must-read content our audience are actively consuming
- **An engaging format that commands attention**
- Opportunity to engage our audience, both on and off platform
- CPCV (cost per completed view - 15 secs) model **guarantees engagement & ROI**

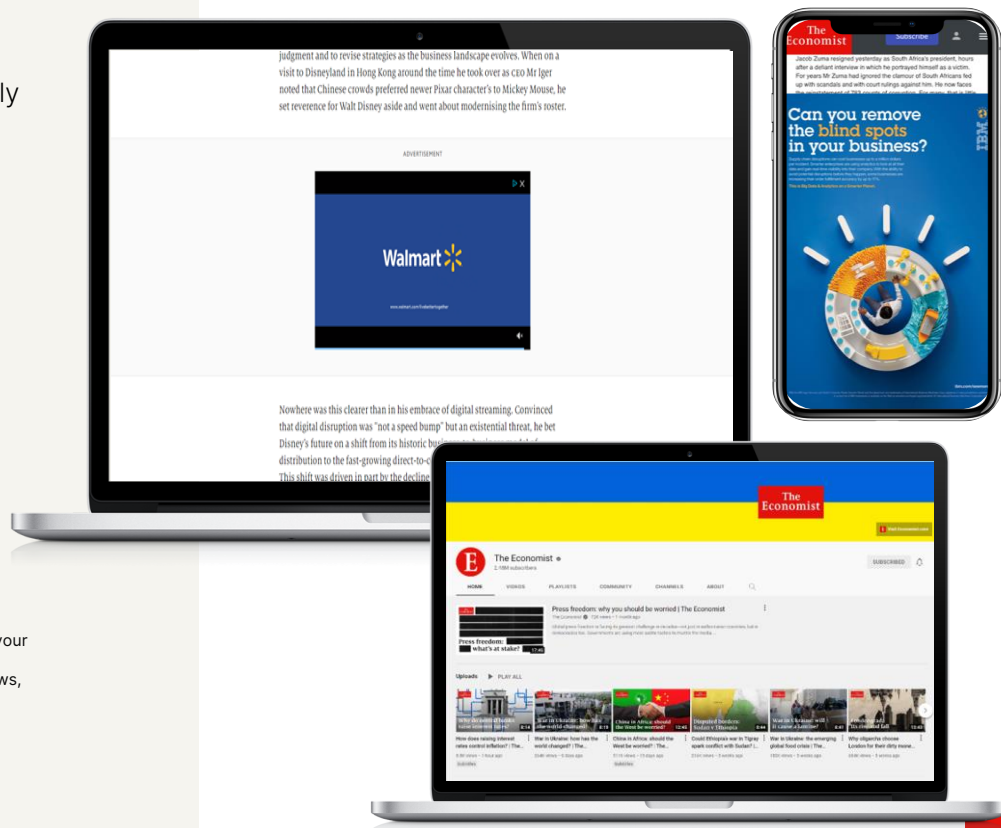
OPPORTUNITIES:

IN CONTENT

Video appears within Economist editorial content on *Economist.com* - playing automatically when half the unit is in view.

IN SCROLL

Designed for a mobile audience, place your video content in-editorial on digital platforms. Can include videos, slideshows, lead gen forms, and other content



The Economist: Films

The Economist Films provides editorially independent mini-documentaries surrounding current affairs, business, science, technology and more.

Each day our **BAFTA-award winning team** report, discuss and analyse the most important global issues of the moment - delivering the same intellectual rigor and excellence for which *The Economist* is known.

PARTNER BENEFITS:

- **Align your brand with original content in film-format**
- Benefit from **logo placement** within the film, as well as through **extensive co-branded promotional campaign**
- **Snackable content** that inspires social sharing

OPPORTUNITIES:

PRODUCTION

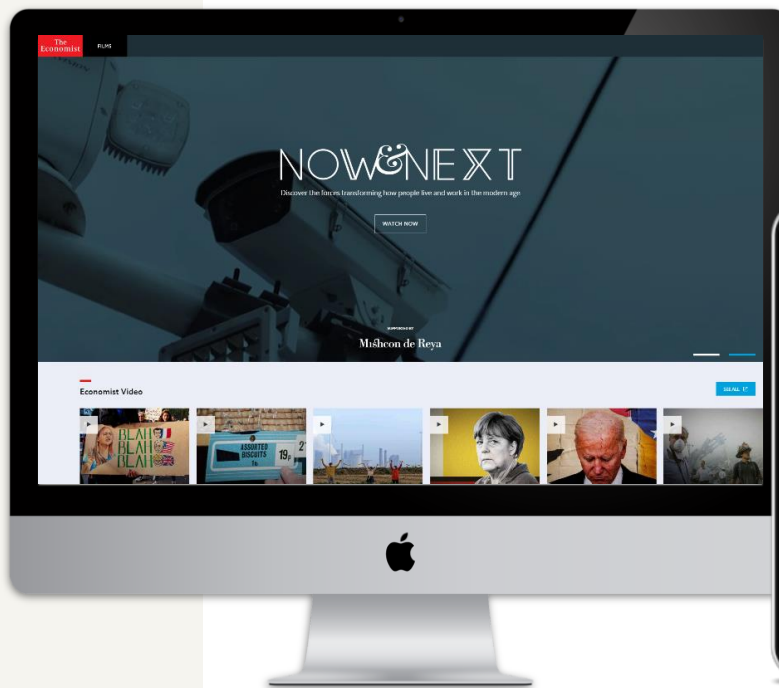
Of the highest quality mini-documentary series/brand film designed to speak to your core themes

PROMOTION

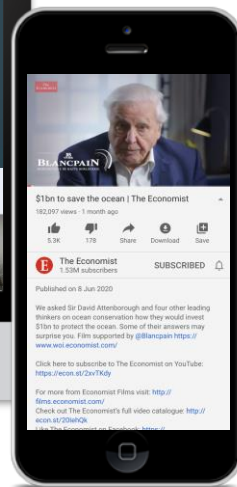
Across The Economist's range of channels including print, digital display and newsletters

AMPLIFICATION

Using editorial posts within The Economist's social handles on Facebook, YouTube, LinkedIn, Instagram and Twitter



2022 Winner:
Fearless: The Women
Fighting Putin



820 million+

**Views = 2,485 years
of content enjoyed**

2nd

**For average views
per video on YouTube**

5th

**largest social following
of any publisher**

Source: Internal Analysis 2021 | Statista 2022 - Based on 37M subscribers
Press Gazette - among nws publishers

**ECONOMIST
IMPACT**

Newsletters

Throughout the week our editors **deliver the very best of *The Economist***, straight to our readers' inbox across a comprehensive range of topics.

PARTNER BENEFITS:

- Access a combined audience of **4.5M**
- **Associate with must-read, topical content**
- Unmissable **in-content positioning** for your brand
- **6/10** engage with newsletters daily-
be front of mind during this routine

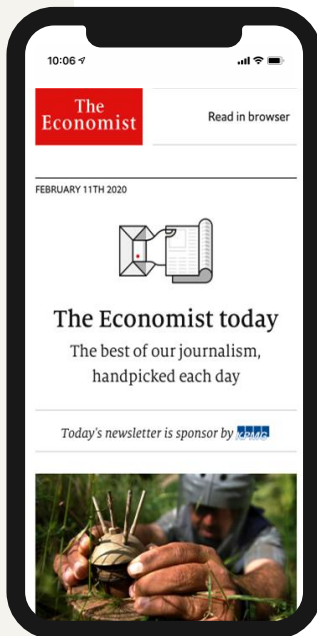
OPPORTUNITIES:

SPONSORSHIP

100% SOV ownership of your newsletter of choice

INTEGRATED

Brand placement with a sponsored content unit embedded within the newsletter



Please click title to see content preview



DAILY | FREE TO ALL

The Economist Today:

The best of our journalism, handpicked each day



WEEKLY | FREE TO ALL

The Economist This Week:

Highlights from the latest weekly issue, introduced by our editor.



WEEKLY | FREE TO ALL

The Extraordinary Story:

Long reads from 1843 Magazine



FORTNIGHTLY | SUBSCRIBER ONLY

The Climate Issue:

Climate-change analysis that you won't read elsewhere in The Economist.

Source: ABC Worldwide Brand Report July-December 2022

**ECONOMIST
IMPACT**

Podcasts

Delivering over a billion downloads since 2016 and an average of **28.5M+** per month, *The Economist's* range of podcasts provide leading analysis of the latest trends and tales from around the world across current affairs, business and finance, science, technology and more.

With consistently high monthly average audiences Economist Podcasts are proven to be a highly effective format with which to engage global audiences today.

PARTNER BENEFITS:

- **Align alongside timely and topical content**
- Engage **our distinctively global, curious audience** within an increasingly popular format.
- Become part of our **users' daily routine**
- Benefit from **high levels of brand recall**

OPPORTUNITIES:

6

Built in ad positions

AIRTIME

Fixed amount of listens over flexible time frame

SPONSORSHIP

Fixed positions within an episode



EVERY WEEKDAY

The Intelligence: *Our correspondents dig past the headlines to get to the stories beneath—and to stories that aren't making headlines, but should be.*
12.3 Million+ Avg. downloads | 1.7M+ unique users (monthly)



WEEKLY (MONDAY)

Editors Picks: *A selection of three essential articles read aloud from the latest issue of The Economist.* 1.9 Million+ Avg. downloads | 487k+ unique users (monthly)



WEEKLY (TUESDAY)

Babbage: *Named after Charles Babbage, a 19th-century polymath and grandfather of computing, Babbage is a weekly podcast on science and technology which explores the innovations, discoveries and gadgetry making the news*
:2 Million+ Avg. downloads | 491k+ unique users (monthly)



WEEKLY (WEDNESDAY)

Money Talks: *Our editors and correspondents give their authoritative take on the markets, the economy and the world of business.*
2.2 Million+ Avg. downloads | 589k+ unique users (monthly)



WEEKLY (FRIDAY)

Checks & Balance: *Unlocks American politics, tackling a new theme each week and digging into the data, ideas, and history shaping the country.*
1.7 Million+ Avg. downloads | 649k+ unique users (monthly)



ANNUAL SPECIAL (DECEMBER)

The World Ahead: *This future-focused series examines an assortment of speculative scenarios, what-if conjectures and provocative prophecies.*

ECONOMIST
IMPACT

Social

The Economist is one of the most-followed brands on social media. Our social accounts represent the best of our journalism and encourage user engagement and loyalty.

PARTNER BENEFITS:

- **Reach** a combined audience of **63.9M+** followers
- **Be visible** as people go to connect with the world around them
- **Leverage bitesize formats** designed for engagement
- Make your brand **part of a daily habit**

OPPORTUNITIES:

TWITTER VIDEO SPONSORSHIP

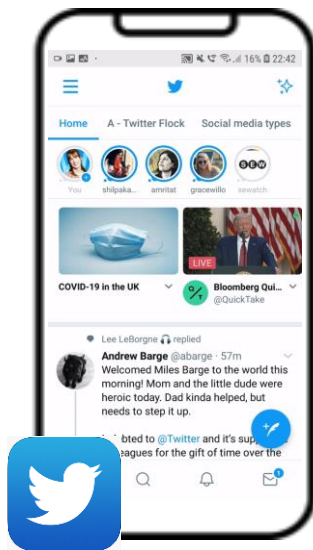
As well as producing film and mini-documentary series, Economist Film can create a short form explainer video to help people understand topics such as Finance, Climate, Politics, Lifestyle, Technology and more. This video is shared via our @Economist handle, and as our partner you will benefit from a pre-roll prior to content playing.

WEEKEND READS - INSTAGRAM

Sequence of six stories provides followers with a curated list of the most interesting new articles they should read with the option for your brand message to appear within this sequence

PAID SOCIAL

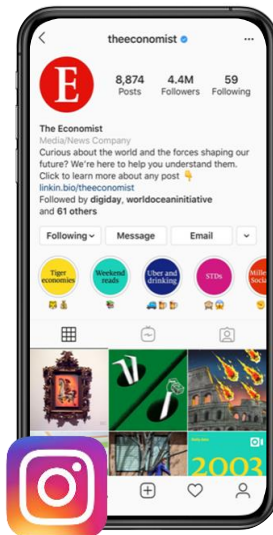
For our sponsored programmes, we also offer the chance to amplify your content Economist Impact social channels with paid promotion across Facebook, Twitter and LinkedIn.



Twitter:

Our approach is grounded in an ambition to provide informative content that informs and empowers our audience.

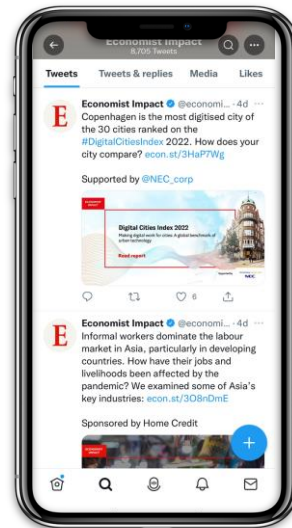
*@TheEconomist: 27.5M followers
@EconomistImpact: 224K followers
@EconomistEvents: 37K followers*



Instagram

Our innovative approach to storytelling brings together work from teams across data, graphics, photography, video and audio.

6M Followers | 44% of the audience is between 25-34 | Users open the app 35x per day (average).



Paid Social

For select partnerships we can manage a targeted paid social amplification campaign that ensures your sponsored content is visible to an extended audience.

63.9 million+

Social Followers

Source: ABC Worldwide Brand Report July-December 2022

**ECONOMIST
IMPACT**

Events

Bringing people together to learn, share and debate is a critical element in the pursuit of global progress.

Throughout the year **Economist Impact Events** hosts 170+ events in over 30 countries - convening world-class business and thought leaders to discuss a range of strategic global business, environmental and societal issues.

PARTNER BENEFITS:

- Align with **timely conversation** surrounding key global issues
- **Build personal connections** with your target audience

OPPORTUNITIES:

SPONSORSHIP

Prominent attribution across event with logo inclusion on related promotion and collateral

SPEAKING

Main-stage interview/panel opportunities for senior executive

THOUGHT LEADERSHIP

Lead a discussion on a topic area that matters to your brand

LEAD GENERATION

Qualified list of attendees for post-event outreach

NETWORKING

Access to drive connections with world class leaders and peers

FORMATS

Large scale events | Custom | Webinars | Roundtables |

Please click event title for more information

Sustainability

Feb 7th-9th *(Hybrid)*:
Sustainability Week Asia

Feb 27th - Mar 1st *(In-person)*:
World Ocean Summit and Expo

March 29th - 31st *(Hybrid)*:
8th annual Sustainability Week

May 30th - Jun 1st *(Hybrid)*:
3rd annual Sustainability Week US

Sept 12th- 14th *(Hybrid)*:
5th annual ESG and Climate Risk Week

Oct 2nd - 5th *(Hybrid)*:
3rd annual Sustainability Week: Countdown to COP28

Health

Apr 24th - 25th *(In-person)*:
Cell and Gene Therapy 2023

November 7th - 8th *(Hybrid)*:
World Cancer Series Europe

New Globalisation

Mar 1st - 2nd
Indonesia Summit 2023

Mar 20th - 21st *(Hybrid)*:
3rd annual Technology for Change Asia

March 28-29th *(Hybrid)*:
Business Innovation Summit

Commercialising Quantum
US: Mar 23rd - 24th *(Hybrid)*:
Global: May 17th - 18th *(Hybrid)*:

Jun 27th -28th *(In-person)*:
Enterprise Metaverse Summit

General Counsel
US: Sept 7th (New York)
19th annual Summit: Nov 2nd (London)

Oct 27th - 28th *(Hybrid)*:
Metaverse Summit

222

Events in the past year

72,000+

Attendees

ECONOMIST
IMPACT



ECONOMIST
IMPACT

Creating Impact

among the world's most influential community

Thank You