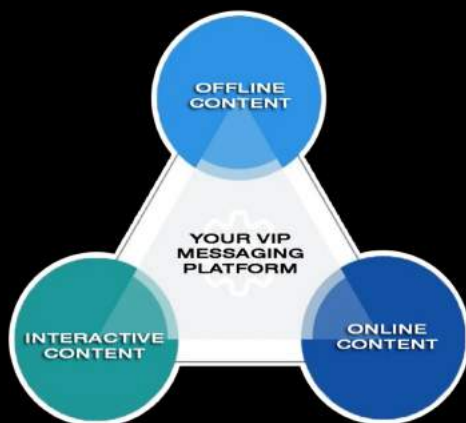


# The Economist Group

## The Premier Platform to Reach & Engage Your Most Important Audience at the Right Time.

Audience Innovation is pleased to present our unique platform with The Economist.

We combine the world's most respected business content along with your organization's custom messaging to bring value, impact, credibility, and decision-maker engagement with your most vital target audiences.



This one-of-a-kind Premier Partnership provides your sales and marketing teams the ability to rise above today's monotonous clutter of digital media.

While clearly differentiating your company from your competition, this platform provides vital up-to-the-minute info and weekly business analysis.



This is the optimal time to share weekly insights of The Economist, including their newsletters, webinars and summits for your most valued clients and prospects.

We'll utilize the database of contacts you want to reach or we'll develop a new database of targets specifically for you. With the correct database in place, we'll then execute provisions of both print and digital subscriptions with The Economist. The platform promotes your content and shares the messaging you want for your clients and prospects. **It's the impact you want to stand above your competition.**

## Why the Economist Group?

### TRUSTED

The Economist is relied upon as a filter of world affairs

### SMART

Our readers turn to The Economist to make sense of the forces that shape our future

### BOLD

Founded to defend free trade, The Economist is not afraid to advocate for positive change

### GLOBAL

The only publication with a dedicated section covering every region of the world, every week

### WELL-WRITTEN

Readers value The Economist's distinct style of intelligence and wit



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## The Most Respected Business & Publishing Brand Globally

## Platforms for Any Country, Region or Any Combination of Countries

## Unparalleled Global Coverage



### WORLDWIDE

Print & digital circulation: 1,582,958  
 Online monthly uniques: 11,943,630  
 App weekly average unique browsers: 318,494  
 Combined net distribution of newsletters: 2,860,695  
 Total podcast downloads: 1,984,792,235

## Unparalleled Global Coverage

Source: ABC World BrandRank July to December 2020  
 ABC World BrandRank alternative source: For July to September 2020 (the most recent data available)

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## Media business with a full suite of marketing levers



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## Multiple Channels Both Online & Offline Deliver Valued Interactions

## Puts Your Company Above the Clutter & Above the Competition

## The Economist Pure, Powerful & Consistent

The Economist has been delivering thought leadership to opinion leaders and influencers since 1843.

Weekly issues provide analysis on the most important news shaping business, science and technology, politics, and culture that week.

Our audience pays a premium to subscribe to The Economist to digest our prescient perspective and to save them time.

Reaching over **900k+** influential readers worldwide, Economist offers an ideal environment for brands to engage with their target audiences.



Source: First class global circulation: ABC WorldRank (Brand Rank) Q3 2021  
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The Economist Group

The Economist—a world class interpreter at your fingertips



### The Economist Digital Newsletters

Curated topical opinion in our digital newsletters, ranging from climate change, to science, and our world-renowned visual data charts.



### The Economist App & economist.com

Distinctively distilled global analysis available on our website and apps, with access to The Economist special reports and digital archive.



### The Economist Audio Version & Podcasts

A world of immersive listening with our audio editions and podcasts, published daily and weekly on our website and app.

## Examples of World Class Interactive Content Channels

## Widely Respected by Business Leaders Globally, Value & Impact



**The Intelligence**

Hosted by Jason Palmer, a daily burst of global illumination from *The Economist's* worldwide network of correspondents as they dig past the headlines, to get the stories beneath – and to the stories that aren't making headlines, but should be. Published **daily**, Monday - Friday on Economist Radio.

With over **3.4 million downloads** per week, listeners are tuning in on average 3 times per week to stay up-to-date on what is going on in their world.

Industry stats:  
 13.7 Million Avg. downloads  
 2M+ unique users

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## But don't just take our word for it

"Everything I know, I learned from *The Economist*."  
 - Eric Schmidt, Executive Chairman of Google

"The magazine I spend most of my time reading is *The Economist*."  
 - Bill Gates, Co-founder and Chairman of Microsoft

"This is one of my favorite magazines. You open the first few pages, you get all the news around the world in brief, like 140-character news bites of what's happening."  
 - Jack Dorsey, Co-founder of Twitter and CEO of Square

"There is no alternative to *The Economist*."  
 - Anand Jaipuria, Founder and Chairman of Jaipuria

"I used to think, 'How I just read *The Economist*.'"  
 - Larry Ellison, CEO of Oracle

"At the end of an undergraduate education, a student should feel they're able to understand and discuss *The Economist*, end-to-end, every week."  
 - Vittal K. Iyengar, Venture Capitalist and Co-founder of Sun Microsystems

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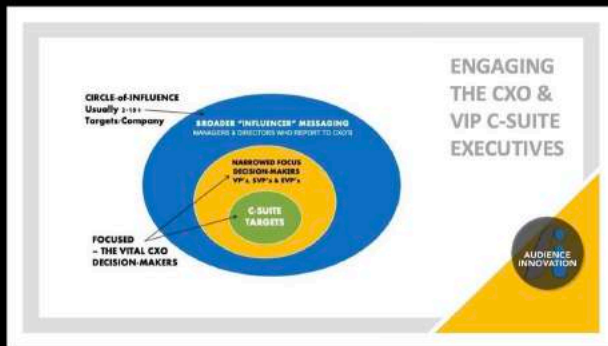
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## Published Weekly & Distributed Globally for Business Leaders

# The Economist Group

"The Economist Group is a global media and information-services company that exists to champion progress. We provide individuals and organisations with the expertise, insights and perspective to press forward." – Publisher

## Co-Branded Messaging Platform for Your VIP Target Audiences



"We deliver a portfolio of high-profile messaging platforms designed to engage your high-value business-to-business customers & prospects.

Target interaction is delivered via both offline and online channels, optimized to give what's needed to engage any mission critical target."

**Paul C. Kostial – Founder & President**  
 30+ Years Designing Touchpoint Platforms for Fortune 500 Clients & Agency Partners

"We focus on each client's individuality to help them reach their target audience using the right mix of messaging and assets to get the results they want for sales."

**Kevin Moran – EVP, Client Strategy**  
 30+ Years Fortune 500 Marketing Executive

[DOWNLOAD PDF OVERVIEW](#)

