

### Contents

#### Worldwide

- \* Four Colour
- \* Second Colour
- \* Black & White

#### World Ex-USA

- \* Four Colour
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- \* Black & White

#### World Ex-UK

- \* Four Colour
- \* Second Colour
- \* Black & White

#### World Ex-UK/Ex-USA

- \* Four Colour
- \* Second Colour
- \* Black & White

#### Terms & Conditions

#### Specifications

#### Special Reports Worldwide

#### Classified Worldwide

#### Europe, Middle East & Africa

- \* Four Colour
- \* Second Colour
- \* Black & White

#### Total Europe

- \* Four Colour
- \* Second Colour
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#### UK Only

- \* Four Colour
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#### Continental Europe

- \* Four Colour
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#### Middle East/Africa

- \* Four Colour
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#### Middle East Only

- \* Four Colour

#### North America

- \* Four Colour
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#### Latin America

- \* Four Colour
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#### Asia/Pacific

- \* Four Colour
- \* Second Colour
- \* Black & White

#### Asia Only

- \* Four Colour
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- \* Black & White

#### South Asia Only

- \* Four Colour

#### Australia Only

- \* Four Colour

**All rates exclude VAT.** † Metallic colour extra surcharge and by special arrangement.

\* These special positions will follow advertisements booked into larger editions.

\*\* Facing opening regional sections by arrangement depending on edition and section.

\*\*\* By special arrangement only.

\*\*\*\* Subject to availability.

*A surcharge of 10% will be made to guarantee any special position which is not listed above.*

FOUR COLOUR BLEED	1x £	12x £	18x £	24x £	30x £
<b>PREMIUM POSITIONS</b>					
Outside back cover	105,250	101,040	98,935	96,830	94,725
Contents pages	101,050	97,008	94,987	92,966	90,945
RHP Facing "The world this week"	99,350	95,376	93,389	91,402	89,415
Facing first leader, RHP in Leaders, IBC facing "Economic & financial indicators" Facing opening section & LHP facing "On Economist.com"	96,850 94,750	92,976 90,960	91,039 89,065	89,102 87,170	87,165 85,275
IFC spread, Pre-leaders spread, First spread post leaders, Centre spread	172,500	165,600	162,150	158,700	155,250
<b>RUN OF BOOK</b>					
Double page spread special position	165,000	158,400	155,100	151,800	148,500
Double page spread	150,000	144,000	141,000	138,000	135,000
One page facing editorial special position	92,600	88,896	87,044	85,192	83,340
One page facing editorial	84,200	80,832	79,148	77,464	75,780
Half page facing editorial	50,550	48,528	47,517	46,506	45,495
FOUR COLOUR		12x	18x	24x	30x
<b>PREMIUM POSITIONS</b>					
Outside back cover	100,250	96,240	94,235	92,230	90,225
Contents pages	96,250	92,400	90,475	88,550	86,625
RHP Facing "The world this week"	94,650	90,864	88,971	87,078	85,185
Facing first leader, RHP in Leaders, IBC facing "Economic & financial indicators" Facing opening section & LHP facing "On Economist.com"	92,250 90,250	88,560 86,640	86,715 84,835	84,870 83,030	83,025 81,225
IFC spread, Pre-leaders spread, First spread post leaders, Centre spread	164,300	157,728	154,442	151,156	147,870
Half page dps under letters or bookends****	110,750	106,320	104,105	101,890	99,675
Dotcom third of page****	39,700	38,112	37,318	36,524	35,730
<b>RUN OF BOOK</b>					
Double page spread special position	157,150	150,864	147,721	144,578	141,435
Double page spread	142,850	137,136	134,279	131,422	128,565
One page facing editorial special position	88,200	84,672	82,908	81,144	79,380
One page facing editorial	80,200	76,992	75,388	73,784	72,180
Half page facing editorial	48,150	46,224	45,261	44,298	43,335
SECOND COLOUR BLEED		12x	18x	24x	30x
One page facing editorial special position	62,150	59,664	58,421	57,178	55,935
One page facing editorial	56,500	54,240	53,110	51,980	50,850
Double page spread	94,250	90,480	88,595	86,710	84,825
Half page facing editorial	34,950	33,552	32,853	32,154	31,455
SECOND COLOUR		12x	18x	24x	30x
One page facing editorial special position	59,200	56,832	55,648	54,464	53,280
One page facing editorial	53,800	51,648	50,572	49,496	48,420
Double page spread	89,750	86,160	84,365	82,570	80,775
Half page facing editorial	33,300	31,968	31,302	30,636	29,970
BLACK AND WHITE		12x	18x	24x	30x
First mono double pg spread	68,550	65,808	64,437	63,066	61,695
First mono right hand page	41,100	39,456	38,634	37,812	36,990
One page facing editorial special position	39,300	37,728	36,942	36,156	35,370
One page facing editorial	35,750	34,320	33,605	32,890	32,175
Double page spread	59,600	57,216	56,024	54,832	53,640
Half page facing editorial	21,950	21,072	20,633	20,194	19,755
Quarter page facing advertisement	10,200	9,792	9,588	9,384	9,180

FOUR COLOUR BLEED	1x £	12x £	18x £	24x £	30x £
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**PREMIUM POSITIONS**

LHP Facing "The world this week" **	78,700	75,552	73,978	72,404	70,830
First right hand page post Leaders *	76,700	73,632	72,098	70,564	69,030
Facing opening section** & LHP facing "On Economist.com"	75,050	72,048	70,547	69,046	67,545
First spread post Leaders *	127,800	122,688	120,132	117,576	115,020

**RUN OF BOOK**

Double page spread special position	122,250	117,360	114,915	112,470	110,025
Double page spread	111,150	106,704	104,481	102,258	100,035
One page facing editorial special position	73,350	70,416	68,949	67,482	66,015
One page facing editorial	66,700	64,032	62,698	61,364	60,030
Half page facing editorial	38,750	37,200	36,425	35,650	34,875

FOUR COLOUR	12x	18x	24x	30x
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**PREMIUM POSITIONS**

LHP Facing "The world this week" **	74,950	71,952	70,453	68,954	67,455
First right hand page post Leaders *	73,050	70,128	68,667	67,206	65,745
Facing opening section** & LHP facing "On Economist.com"	71,450	68,592	67,163	65,734	64,305
First spread post Leaders *	121,750	116,880	114,445	112,010	109,575
Half page dps under letters or bookends ****	84,850	81,456	79,759	78,062	76,365
Dotcom third of page ****	30,400	29,184	28,576	27,968	27,360

**RUN OF BOOK**

Double page spread special position	116,450	111,792	109,463	107,134	104,805
Double page spread	105,850	101,616	99,499	97,382	95,265
One page facing editorial special position	69,850	67,056	65,659	64,262	62,865
One page facing editorial	63,500	60,960	59,690	58,420	57,150
Half page facing editorial	36,900	35,424	34,686	33,948	33,210

SECOND COLOUR BLEED	12x	18x	24x	30x
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One page facing editorial special position	45,450	43,632	42,723	41,814	40,905
One page facing editorial	41,300	39,648	38,822	37,996	37,170
Double page spread	68,950	66,192	64,813	63,434	62,055
Half page facing editorial	25,150	24,144	23,641	23,138	22,635

SECOND COLOUR	12x	18x	24x	30x
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One page facing editorial special position	43,300	41,568	40,702	39,836	38,970
One page facing editorial	39,350	37,776	36,989	36,202	35,415
Double page spread	65,650	63,024	61,711	60,398	59,085
Half page facing editorial	23,950	22,992	22,513	22,034	21,555

BLACK AND WHITE	12x	18x	24x	30x
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First mono double pg spread *	50,850	48,816	47,799	46,782	45,765
First mono right hand page *	30,550	29,328	28,717	28,106	27,495
One page facing editorial special position	29,200	28,032	27,448	26,864	26,280
One page facing editorial	26,550	25,488	24,957	24,426	23,895
Double page spread	44,200	42,432	41,548	40,664	39,780
Half page facing editorial	15,900	15,264	14,946	14,628	14,310

Prices valid until 31 December 2009

FOUR COLOUR BLEED	1x £	12x £	18x £	24x £	30x £
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**PREMIUM POSITIONS**

LHP Facing "The world this week" **	73,300	70,368	68,902	67,436	65,970
First right hand page post Leaders *	71,400	68,544	67,116	65,688	64,260
First spread post Leaders *	124,200	119,232	116,748	114,264	111,780

**RUN OF BOOK**

Double page spread special position	118,800	114,048	111,672	109,296	106,920
Double page spread	108,000	103,680	101,520	99,360	97,200
One page facing editorial special position	68,300	65,568	64,202	62,836	61,470
One page facing editorial	62,100	59,616	58,374	57,132	55,890
Half page facing editorial	34,650	33,264	32,571	31,878	31,185

FOUR COLOUR	12x	18x	24x	30x
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**PREMIUM POSITIONS**

LHP Facing "The world this week" **	69,800	67,008	65,612	64,216	62,820
First right hand page post Leaders *	68,000	65,280	63,920	62,560	61,200
First spread post Leaders *	118,300	113,568	111,202	108,836	106,470

**RUN OF BOOK**

Double page spread special position	113,150	108,624	106,361	104,098	101,835
Double page spread	102,850	98,736	96,679	94,622	92,565
One page facing editorial special position	65,050	62,448	61,147	59,846	58,545
One page facing editorial	59,150	56,784	55,601	54,418	53,235
Half page facing editorial	33,000	31,680	31,020	30,360	29,700

SECOND COLOUR BLEED	12x	18x	24x	30x
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One page facing editorial special position	40,350	38,736	37,929	37,122	36,315
One page facing editorial	36,700	35,232	34,498	33,764	33,030
Double page spread	61,150	58,704	57,481	56,258	55,035
Half page facing editorial	26,500	25,440	24,910	24,380	23,850

SECOND COLOUR	12x	18x	24x	30x
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One page facing editorial special position	38,450	36,912	36,143	35,374	34,605
One page facing editorial	34,950	33,552	32,853	32,154	31,455
Double page spread	58,250	55,920	54,755	53,590	52,425
Half page facing editorial	25,250	24,240	23,735	23,230	22,725

BLACK AND WHITE	12x	18x	24x	30x
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First mono double pg spread *	49,150	47,184	46,201	45,218	44,235
First mono right hand page *	29,450	28,272	27,683	27,094	26,505
One page facing editorial special position	28,150	27,024	26,461	25,898	25,335
One page facing editorial	25,600	24,576	24,064	23,552	23,040
Double page spread	42,750	41,040	40,185	39,330	38,475
Half page facing editorial	15,500	14,880	14,570	14,260	13,950

Prices valid until 31 December 2009

<b>FOUR COLOUR BLEED</b>	<b>1x</b> £	<b>12x</b> £	<b>18x</b> £	<b>24x</b> £	<b>30x</b> £
Double page spread special position	84,800	81,408	79,712	78,016	76,320
Double page spread	77,050	73,968	72,427	70,886	69,345
One page facing editorial special position	50,950	48,912	47,893	46,874	45,855
One page facing editorial	46,300	44,448	43,522	42,596	41,670
Half page facing editorial	28,500	27,360	26,790	26,220	25,650

<b>FOUR COLOUR</b>		<b>12x</b>	<b>18x</b>	<b>24x</b>	<b>30x</b>
Double page spread special position	80,750	77,520	75,905	74,290	72,675
Double page spread	73,400	70,464	68,996	67,528	66,060
One page facing editorial special position	48,500	46,560	45,590	44,620	43,650
One page facing editorial	44,100	42,336	41,454	40,572	39,690
Half page facing editorial	27,150	26,064	25,521	24,978	24,435

<b>SECOND COLOUR BLEED</b>		<b>12x</b>	<b>18x</b>	<b>24x</b>	<b>30x</b>
Double page spread special position	56,150	53,904	52,781	51,658	50,535
Double page spread	51,050	49,008	47,987	46,966	45,945
One page facing editorial special position	33,600	32,256	31,584	30,912	30,240
One page facing editorial	30,550	29,328	28,717	28,106	27,495
Half page facing editorial	18,900	18,144	17,766	17,388	17,010

<b>SECOND COLOUR</b>		<b>12x</b>	<b>18x</b>	<b>24x</b>	<b>30x</b>
Double page spread special position	53,450	51,312	50,243	49,174	48,105
Double page spread	48,600	46,656	45,684	44,712	43,740
One page facing editorial special position	32,000	30,720	30,080	29,440	28,800
One page facing editorial	29,100	27,936	27,354	26,772	26,190
Half page facing editorial	18,000	17,280	16,920	16,560	16,200

<b>BLACK AND WHITE</b>		<b>12x</b>	<b>18x</b>	<b>24x</b>	<b>30x</b>
Double page spread special position	33,550	32,208	31,537	30,866	30,195
Double page spread	30,500	29,280	28,670	28,060	27,450
One page facing editorial special position	20,200	19,392	18,988	18,584	18,180
One page facing editorial	18,350	17,616	17,249	16,882	16,515
Half page facing editorial	12,100	11,616	11,374	11,132	10,890

Prices valid until 31 December 2009

# DISPLAY EMEA -Total Europe + M.East & Africa (£)

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FOUR COLOUR BLEED	1x £	12x £	18x £	24x £	30x £
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## PREMIUM POSITIONS

LHP Facing "The world this week" **	58,500	56,160	54,990	53,820	52,650
First right hand page post Leaders *	57,050	54,768	53,627	52,486	51,345
Facing opening section** & LHP facing "On Economist.com"	55,800	53,568	52,452	51,336	50,220
First spread post Leaders *	94,950	91,152	89,253	87,354	85,455

## RUN OF BOOK

Double page spread special position	90,800	87,168	85,352	83,536	81,720
Double page spread	82,550	79,248	77,597	75,946	74,295
One page facing editorial special position	54,550	52,368	51,277	50,186	49,095
One page facing editorial	49,600	47,616	46,624	45,632	44,640
Half page facing editorial	30,950	29,712	29,093	28,474	27,855

FOUR COLOUR	12x	18x	24x	30x
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## PREMIUM POSITIONS

LHP Facing "The world this week" **	55,750	53,520	52,405	51,290	50,175
First right hand page post Leaders *	54,350	52,176	51,089	50,002	48,915
Facing opening section** & LHP facing "On Economist.com"	53,150	51,024	49,961	48,898	47,835
First spread post Leaders *	90,450	86,832	85,023	83,214	81,405
Half page dps under letters or bookends ****	67,850	65,136	63,779	62,422	61,065
Dotcom third of page ****	23,350	22,416	21,949	21,482	21,015

## RUN OF BOOK

Double page spread special position	86,500	83,040	81,310	79,580	77,850
Double page spread	78,650	75,504	73,931	72,358	70,785
One page facing editorial special position	51,950	49,872	48,833	47,794	46,755
One page facing editorial	47,250	45,360	44,415	43,470	42,525
Half page facing editorial	29,500	28,320	27,730	27,140	26,550

SECOND COLOUR BLEED	12x	18x	24x	30x
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One page facing editorial special position	41,750	40,080	39,245	38,410	37,575
One page facing editorial	37,950	36,432	35,673	34,914	34,155
Double page spread	63,250	60,720	59,455	58,190	56,925
Half page facing editorial	24,000	23,040	22,560	22,080	21,600

SECOND COLOUR	12x	18x	24x	30x
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One page facing editorial special position	39,750	38,160	37,365	36,570	35,775
One page facing editorial	36,150	34,704	33,981	33,258	32,535
Double page spread	60,250	57,840	56,635	55,430	54,225
Half page facing editorial	22,850	21,936	21,479	21,022	20,565

BLACK AND WHITE	12x	18x	24x	30x
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First mono double pg spread *	42,600	40,896	40,044	39,192	38,340
First mono right hand page *	25,600	24,576	24,064	23,552	23,040
One page facing editorial special position	24,475	23,496	23,007	22,517	22,028
One page facing editorial	22,250	21,360	20,915	20,470	20,025
Double page spread	37,050	35,568	34,827	34,086	33,345
Half page facing editorial	13,950	13,392	13,113	12,834	12,555

Prices valid until 31 December 2009

FOUR COLOUR BLEED	1x £	12x £	18x £	24x £	30x £
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**PREMIUM POSITIONS**

LHP Facing "The world this week" **	53,450	51,312	50,243	49,174	48,105
First right hand page post Leaders *	52,100	50,016	48,974	47,932	46,890
Facing opening section** & LHP facing "On Economist.com"	50,950	48,912	47,893	46,874	45,855
First spread post Leaders *	86,700	83,232	81,498	79,764	78,030

**RUN OF BOOK**

Double page spread special position	82,950	79,632	77,973	76,314	74,655
Double page spread	75,400	72,384	70,876	69,368	67,860
One page facing editorial special position	49,850	47,856	46,859	45,862	44,865
One page facing editorial	45,300	43,488	42,582	41,676	40,770
Half page facing editorial	28,450	27,312	26,743	26,174	25,605

FOUR COLOUR	12x	18x	24x	30x
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**PREMIUM POSITIONS**

LHP Facing "The world this week" **	50,900	48,864	47,846	46,828	45,810
First right hand page post Leaders *	49,600	47,616	46,624	45,632	44,640
Facing opening section** & LHP facing "On Economist.com"	48,550	46,608	45,637	44,666	43,695
First spread post Leaders *	82,550	79,248	77,597	75,946	74,295
Half page dps under letters or bookends ****	62,350	59,856	58,609	57,362	56,115
Dotcom third of page ****	21,350	20,496	20,069	19,642	19,215

**RUN OF BOOK**

Double page spread special position	79,000	75,840	74,260	72,680	71,100
Double page spread	71,800	68,928	67,492	66,056	64,620
One page facing editorial special position	47,450	45,552	44,603	43,654	42,705
One page facing editorial	43,150	41,424	40,561	39,698	38,835
Half page facing editorial	27,100	26,016	25,474	24,932	24,390

SECOND COLOUR BLEED	12x	18x	24x	30x
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One page facing editorial special position	37,200	35,712	34,968	34,224	33,480
One page facing editorial	33,800	32,448	31,772	31,096	30,420
Double page spread	56,300	54,048	52,922	51,796	50,670
Half page facing editorial	21,500	20,640	20,210	19,780	19,350

SECOND COLOUR	12x	18x	24x	30x
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One page facing editorial special position	35,400	33,984	33,276	32,568	31,860
One page facing editorial	32,200	30,912	30,268	29,624	28,980
Double page spread	53,600	51,456	50,384	49,312	48,240
Half page facing editorial	20,450	19,632	19,223	18,814	18,405

BLACK AND WHITE	12x	18x	24x	30x
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First mono double pg spread *	36,650	35,184	34,451	33,718	32,985
First mono right hand page *	22,000	21,120	20,680	20,240	19,800
One page facing editorial special position	21,050	20,208	19,787	19,366	18,945
One page facing editorial	19,150	18,384	18,001	17,618	17,235
Double page spread	31,850	30,576	29,939	29,302	28,665
Half page facing editorial	11,950	11,472	11,233	10,994	10,755

Prices valid until 31 December 2009

FOUR COLOUR BLEED	1x £	12x £	18x £	24x £	30x £
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**PREMIUM POSITIONS**

LHP Facing "The world this week" **	23,000	22,080	21,620	21,160	20,700
First right hand page post Leaders *	22,400	21,504	21,056	20,608	20,160
Facing opening section** & LHP facing "On Economist.com", Pg opposite "Bagehot" **	21,950	21,072	20,633	20,194	19,755
First spread post Leaders *	37,350	35,856	35,109	34,362	33,615

**RUN OF BOOK**

Double page spread special position	35,750	34,320	33,605	32,890	32,175
Double page spread	32,500	31,200	30,550	29,900	29,250
One page facing editorial special position	21,450	20,592	20,163	19,734	19,305
One page facing editorial	19,500	18,720	18,330	17,940	17,550
Half page facing editorial	13,400	12,864	12,596	12,328	12,060

FOUR COLOUR	12x	18x	24x	30x
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**PREMIUM POSITIONS**

LHP Facing "The world this week" **	21,900	21,024	20,586	20,148	19,710
First right hand page post Leaders *	21,350	20,496	20,069	19,642	19,215
Facing opening section** & LHP facing "On Economist.com", Pg opposite "Bagehot" **	20,850	20,016	19,599	19,182	18,765
First spread post Leaders *	35,600	34,176	33,464	32,752	32,040
Half page dps under letters or bookends ****	29,350	28,176	27,589	27,002	26,415
Dotcom third of page ****	9,400	9,024	8,836	8,648	8,460

**RUN OF BOOK**

Double page spread special position	34,050	32,688	32,007	31,326	30,645
Double page spread	30,950	29,712	29,093	28,474	27,855
One page facing editorial special position	20,400	19,584	19,176	18,768	18,360
One page facing editorial	18,550	17,808	17,437	17,066	16,695
Half page facing editorial	12,750	12,240	11,985	11,730	11,475

SECOND COLOUR BLEED	12x	18x	24x	30x
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One page facing editorial special position	18,350	17,616	17,249	16,882	16,515
One page facing editorial	16,700	16,032	15,698	15,364	15,030
Double page spread	27,750	26,640	26,085	25,530	24,975
Half page facing editorial	10,200	9,792	9,588	9,384	9,180

SECOND COLOUR	12x	18x	24x	30x
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One page facing editorial special position	17,500	16,800	16,450	16,100	15,750
One page facing editorial	15,900	15,264	14,946	14,628	14,310
Double page spread	26,450	25,392	24,863	24,334	23,805
Half page facing editorial	9,700	9,312	9,118	8,924	8,730

BLACK AND WHITE	12x	18x	24x	30x
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First mono double pg spread *	20,550	19,728	19,317	18,906	18,495
First mono right hand page *	12,350	11,856	11,609	11,362	11,115
One page facing editorial special position	11,800	11,328	11,092	10,856	10,620
One page facing editorial	10,750	10,320	10,105	9,890	9,675
Double page spread	17,850	17,136	16,779	16,422	16,065
Half page facing editorial	7,100	6,816	6,674	6,532	6,390

<b>FOUR COLOUR BLEED</b>	<b>1x</b> £	<b>12x</b> £	<b>18x</b> £	<b>24x</b> £	<b>30x</b> £
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**PREMIUM POSITIONS**

LHP Facing "The world this week" **	30,550	29,328	28,717	28,106	27,495
First right hand page post Leaders *	29,800	28,608	28,012	27,416	26,820
Facing opening section** & LHP facing "On Economist.com"	29,150	27,984	27,401	26,818	26,235
First spread post Leaders *	49,600	47,616	46,624	45,632	44,640

**RUN OF BOOK**

Double page spread special position	47,450	45,552	44,603	43,654	42,705
Double page spread	43,150	41,424	40,561	39,698	38,835
One page facing editorial special position	28,500	27,360	26,790	26,220	25,650
One page facing editorial	25,900	24,864	24,346	23,828	23,310
Half page facing editorial	15,450	14,832	14,523	14,214	13,905

<b>FOUR COLOUR</b>	<b>12x</b>	<b>18x</b>	<b>24x</b>	<b>30x</b>
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**PREMIUM POSITIONS**

LHP Facing "The world this week" **	29,100	27,936	27,354	26,772	26,190
First right hand page post Leaders *	28,350	27,216	26,649	26,082	25,515
Facing opening section** & LHP facing "On Economist.com"	27,750	26,640	26,085	25,530	24,975
First spread post Leaders *	47,250	45,360	44,415	43,470	42,525
Half page dps under letters or bookends ****	33,800	32,448	31,772	31,096	30,420
Dotcom third of page ****	12,150	11,664	11,421	11,178	10,935

**RUN OF BOOK**

Double page spread special position	45,200	43,392	42,488	41,584	40,680
Double page spread	41,100	39,456	38,634	37,812	36,990
One page facing editorial special position	27,100	26,016	25,474	24,932	24,390
One page facing editorial	24,650	23,664	23,171	22,678	22,185
Half page facing editorial	14,700	14,112	13,818	13,524	13,230

<b>SECOND COLOUR BLEED</b>	<b>12x</b>	<b>18x</b>	<b>24x</b>	<b>30x</b>
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One page facing editorial special position	20,300	19,488	19,082	18,676	18,270
One page facing editorial	18,450	17,712	17,343	16,974	16,605
Double page spread	30,800	29,568	28,952	28,336	27,720
Half page facing editorial	11,400	10,944	10,716	10,488	10,260

<b>SECOND COLOUR</b>	<b>12x</b>	<b>18x</b>	<b>24x</b>	<b>30x</b>
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One page facing editorial special position	19,300	18,528	18,142	17,756	17,370
One page facing editorial	17,550	16,848	16,497	16,146	15,795
Double page spread	29,350	28,176	27,589	27,002	26,415
Half page facing editorial	10,850	10,416	10,199	9,982	9,765

<b>BLACK AND WHITE</b>	<b>12x</b>	<b>18x</b>	<b>24x</b>	<b>30x</b>
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First mono double pg spread *	21,150	20,304	19,881	19,458	19,035
First mono right hand page *	12,750	12,240	11,985	11,730	11,475
One page facing editorial special position	12,200	11,712	11,468	11,224	10,980
One page facing editorial	11,100	10,656	10,434	10,212	9,990
Double page spread	18,400	17,664	17,296	16,928	16,560
Half page facing editorial	7,100	6,816	6,674	6,532	6,390

Prices valid until 31 December 2009

<b>FOUR COLOUR BLEED</b>	<b>1x</b> £	<b>12x</b> £	<b>18x</b> £	<b>24x</b> £	<b>30x</b> £
Double page spread special position	15,525	14,904	14,594	14,283	13,973
Double page spread	14,100	13,536	13,254	12,972	12,690
One page facing editorial special position	8,925	8,568	8,390	8,211	8,033
One page facing editorial	8,125	7,800	7,638	7,475	7,313
Half page facing editorial	5,100	4,896	4,794	4,692	4,590

<b>FOUR COLOUR</b>		<b>12x</b>	<b>18x</b>	<b>24x</b>	<b>30x</b>
Double page spread special position	14,775	14,184	13,889	13,593	13,298
Double page spread	13,425	12,888	12,620	12,351	12,083
One page facing editorial special position	8,525	8,184	8,014	7,843	7,673
One page facing editorial	7,750	7,440	7,285	7,130	6,975
Half page facing editorial	4,850	4,656	4,559	4,462	4,365

<b>SECOND COLOUR BLEED</b>		<b>12x</b>	<b>18x</b>	<b>24x</b>	<b>30x</b>
Double page spread special position	13,550	13,008	12,737	12,466	12,195
Double page spread	12,350	11,856	11,609	11,362	11,115
One page facing editorial special position	7,750	7,440	7,285	7,130	6,975
One page facing editorial	7,050	6,768	6,627	6,486	6,345
Half page facing editorial	4,475	4,296	4,207	4,117	4,028

<b>SECOND COLOUR</b>		<b>12x</b>	<b>18x</b>	<b>24x</b>	<b>30x</b>
Double page spread special position	12,925	12,408	12,150	11,891	11,633
Double page spread	11,750	11,280	11,045	10,810	10,575
One page facing editorial special position	7,375	7,080	6,933	6,785	6,638
One page facing editorial	6,700	6,432	6,298	6,164	6,030
Half page facing editorial	4,275	4,104	4,019	3,933	3,848

<b>BLACK AND WHITE</b>		<b>12x</b>	<b>18x</b>	<b>24x</b>	<b>30x</b>
Double page spread special position	9,075	8,712	8,531	8,349	8,168
Double page spread	8,250	7,920	7,755	7,590	7,425
One page facing editorial special position	5,225	5,016	4,912	4,807	4,703
One page facing editorial	4,750	4,560	4,465	4,370	4,275
Half page facing editorial	3,175	3,048	2,985	2,921	2,858

Prices valid until 31 December 2009

## DISPLAY MIDDLE EAST ONLY (£)

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The  
Economist

FOUR COLOUR BLEED	1x £	12x £	18x £	24x £	30x £
Double page spread special position	8,675	8,328	8,155	7,981	7,808
Double page spread	7,875	7,560	7,403	7,245	7,088
One page facing editorial special position	5,225	5,016	4,912	4,807	4,703
One page facing editorial	4,750	4,560	4,465	4,370	4,275

FOUR COLOUR		12x	18x	24x	30x
Double page spread special position	8,250	7,920	7,755	7,590	7,425
Double page spread	7,500	7,200	7,050	6,900	6,750
One page facing editorial special position	4,975	4,776	4,677	4,577	4,478
One page facing editorial	4,525	4,344	4,253	4,163	4,072

Prices valid until 31 December 2009

FOUR COLOUR BLEED	1x £	12x £	18x £	24x £	30x £
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**PREMIUM POSITIONS**

LHP Facing "The world this week" **	39,200	37,632	36,848	36,064	35,280
First right hand page post Leaders *	38,200	36,672	35,908	35,144	34,380
Facing opening section** & LHP facing "On Economist.com", Pg opposite "Lexington" **	37,350	35,856	35,109	34,362	33,615
First spread post Leaders *	76,350	73,296	71,769	70,242	68,715

**RUN OF BOOK**

Double page spread special position	73,050	70,128	68,667	67,206	65,745
Double page spread	66,400	63,744	62,416	61,088	59,760
One page facing editorial special position	36,500	35,040	34,310	33,580	32,850
One page facing editorial	33,200	31,872	31,208	30,544	29,880
Half page facing editorial	27,150	26,064	25,521	24,978	24,435

FOUR COLOUR	12x	18x	24x	30x
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**PREMIUM POSITIONS**

LHP Facing "The world this week" **	34,050	32,688	32,007	31,326	30,645
First right hand page post Leaders *	33,200	31,872	31,208	30,544	29,880
Facing opening section** & LHP facing "On Economist.com", Pg opposite "Lexington" **	32,450	31,152	30,503	29,854	29,205
First spread post Leaders *	66,400	63,744	62,416	61,088	59,760
Half page dps under letters or bookends ****	54,300	52,128	51,042	49,956	48,870
Dotcom third of page ****	14,300	13,728	13,442	13,156	12,870

**RUN OF BOOK**

Double page spread special position	63,500	60,960	59,690	58,420	57,150
Double page spread	57,750	55,440	54,285	53,130	51,975
One page facing editorial special position	31,750	30,480	29,845	29,210	28,575
One page facing editorial	28,850	27,696	27,119	26,542	25,965
Half page facing editorial	23,600	22,656	22,184	21,712	21,240

SECOND COLOUR BLEED	12x	18x	24x	30x
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One page facing editorial special position	31,050	29,808	29,187	28,566	27,945
One page facing editorial	28,250	27,120	26,555	25,990	25,425
Double page spread	56,600	54,336	53,204	52,072	50,940
Half page facing editorial	20,250	19,440	19,035	18,630	18,225

SECOND COLOUR	12x	18x	24x	30x
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One page facing editorial special position	27,000	25,920	25,380	24,840	24,300
One page facing editorial	24,550	23,568	23,077	22,586	22,095
Double page spread	49,200	47,232	46,248	45,264	44,280
Half page facing editorial	17,600	16,896	16,544	16,192	15,840

BLACK AND WHITE	12x	18x	24x	30x
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First mono double pg spread *	50,700	48,672	47,658	46,644	45,630
First mono right hand page *	25,350	24,336	23,829	23,322	22,815
One page facing editorial special position	24,250	23,280	22,795	22,310	21,825
One page facing editorial	22,050	21,168	20,727	20,286	19,845
Double page spread	44,100	42,336	41,454	40,572	39,690
Half page facing editorial	16,000	15,360	15,040	14,720	14,400

<b>FOUR COLOUR BLEED</b>	<b>1x</b> £	<b>12x</b> £	<b>18x</b> £	<b>24x</b> £	<b>30x</b> £
Double page spread special position	11,825	11,352	11,116	10,879	10,643
Double page spread	10,750	10,320	10,105	9,890	9,675
One page facing editorial special position	6,825	6,552	6,416	6,279	6,143
One page facing editorial	6,200	5,952	5,828	5,704	5,580
Half page facing editorial	3,775	3,624	3,549	3,473	3,398

<b>FOUR COLOUR</b>		<b>12x</b>	<b>18x</b>	<b>24x</b>	<b>30x</b>
Double page spread special position	10,275	9,864	9,659	9,453	9,248
Double page spread	9,350	8,976	8,789	8,602	8,415
One page facing editorial special position	5,950	5,712	5,593	5,474	5,355
One page facing editorial	5,400	5,184	5,076	4,968	4,860
Half page facing editorial	3,275	3,144	3,079	3,013	2,948

<b>SECOND COLOUR BLEED</b>		<b>12x</b>	<b>18x</b>	<b>24x</b>	<b>30x</b>
Double page spread special position	10,000	9,600	9,400	9,200	9,000
Double page spread	9,100	8,736	8,554	8,372	8,190
One page facing editorial special position	5,525	5,304	5,194	5,083	4,973
One page facing editorial	5,025	4,824	4,724	4,623	4,523
Half page facing editorial	3,250	3,120	3,055	2,990	2,925

<b>SECOND COLOUR</b>		<b>12x</b>	<b>18x</b>	<b>24x</b>	<b>30x</b>
Double page spread special position	8,725	8,376	8,202	8,027	7,853
Double page spread	7,925	7,608	7,450	7,291	7,133
One page facing editorial special position	4,800	4,608	4,512	4,416	4,320
One page facing editorial	4,375	4,200	4,113	4,025	3,938
Half page facing editorial	2,825	2,712	2,656	2,599	2,543

<b>BLACK AND WHITE</b>		<b>12x</b>	<b>18x</b>	<b>24x</b>	<b>30x</b>
Double page spread special position	6,300	6,048	5,922	5,796	5,670
Double page spread	5,725	5,496	5,382	5,267	5,153
One page facing editorial special position	3,500	3,360	3,290	3,220	3,150
One page facing editorial	3,175	3,048	2,985	2,921	2,858
Half page facing editorial	1,950	1,872	1,833	1,794	1,755

Prices valid until 31 December 2009

FOUR COLOUR BLEED	1x £	12x £	18x £	24x £	30x £
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**PREMIUM POSITIONS**

LHP Facing "The world this week" **	14,200	13,632	13,348	13,064	12,780
First right hand page post Leaders *	13,825	13,272	12,996	12,719	12,443
Facing opening section** & LHP facing "On Economist.com"	13,525	12,984	12,714	12,443	12,173
First spread post Leaders *	23,050	22,128	21,667	21,206	20,745

**RUN OF BOOK**

Double page spread special position	22,050	21,168	20,727	20,286	19,845
Double page spread	20,050	19,248	18,847	18,446	18,045
One page facing editorial special position	13,225	12,696	12,432	12,167	11,903
One page facing editorial	12,025	11,544	11,304	11,063	10,823
Half page facing editorial	6,925	6,648	6,510	6,371	6,233

FOUR COLOUR	12x	18x	24x	30x
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**PREMIUM POSITIONS**

LHP Facing "The world this week" **	13,500	12,960	12,690	12,420	12,150
First right hand page post Leaders *	13,175	12,648	12,385	12,121	11,858
Facing opening section** & LHP facing "On Economist.com"	12,875	12,360	12,103	11,845	11,588
First spread post Leaders *	21,975	21,096	20,657	20,217	19,778
Half page dps under letters or bookends ****	15,175	14,568	14,265	13,961	13,658
Dotcom third of page ****	5,075	4,872	4,771	4,669	4,568

**RUN OF BOOK**

Double page spread special position	21,000	20,160	19,740	19,320	18,900
Double page spread	19,100	18,336	17,954	17,572	17,190
One page facing editorial special position	12,600	12,096	11,844	11,592	11,340
One page facing editorial	11,450	10,992	10,763	10,534	10,305
Half page facing editorial	6,600	6,336	6,204	6,072	5,940

SECOND COLOUR BLEED	12x	18x	24x	30x
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One page facing editorial special position	11,475	11,016	10,787	10,557	10,328
One page facing editorial	10,425	10,008	9,800	9,591	9,383
Double page spread	17,375	16,680	16,333	15,985	15,638
Half page facing editorial	5,950	5,712	5,593	5,474	5,355

SECOND COLOUR	12x	18x	24x	30x
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One page facing editorial special position	10,925	10,488	10,270	10,051	9,833
One page facing editorial	9,925	9,528	9,330	9,131	8,933
Double page spread	16,550	15,888	15,557	15,226	14,895
Half page facing editorial	5,675	5,448	5,335	5,221	5,108

BLACK AND WHITE	12x	18x	24x	30x
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First mono double pg spread *	9,975	9,576	9,377	9,177	8,978
First mono right hand page *	5,975	5,736	5,617	5,497	5,378
One page facing editorial special position	5,725	5,496	5,382	5,267	5,153
One page facing editorial	5,200	4,992	4,888	4,784	4,680
Double page spread	8,675	8,328	8,155	7,981	7,808
Half page facing editorial	3,325	3,192	3,126	3,059	2,993

Prices valid until 31 December 2009

<b>FOUR COLOUR BLEED</b>	<b>1x</b> £	<b>12x</b> £	<b>18x</b> £	<b>24x</b> £	<b>30x</b> £
Double page spread special position	19,300	18,528	18,142	17,756	17,370
Double page spread	17,525	16,824	16,474	16,123	15,773
One page facing editorial special position	11,600	11,136	10,904	10,672	10,440
One page facing editorial	10,550	10,128	9,917	9,706	9,495
Half page facing editorial	6,375	6,120	5,993	5,865	5,738

<b>FOUR COLOUR</b>		<b>12x</b>	<b>18x</b>	<b>24x</b>	<b>30x</b>
Double page spread special position	18,375	17,640	17,273	16,905	16,538
Double page spread	16,700	16,032	15,698	15,364	15,030
One page facing editorial special position	11,050	10,608	10,387	10,166	9,945
One page facing editorial	10,050	9,648	9,447	9,246	9,045
Half page facing editorial	6,075	5,832	5,711	5,589	5,468

<b>SECOND COLOUR BLEED</b>		<b>12x</b>	<b>18x</b>	<b>24x</b>	<b>30x</b>
Double page spread special position	16,950	16,272	15,933	15,594	15,255
Double page spread	15,400	14,784	14,476	14,168	13,860
One page facing editorial special position	10,175	9,768	9,565	9,361	9,158
One page facing editorial	9,250	8,880	8,695	8,510	8,325
Half page facing editorial	5,425	5,208	5,100	4,991	4,883

<b>SECOND COLOUR</b>		<b>12x</b>	<b>18x</b>	<b>24x</b>	<b>30x</b>
Double page spread special position	16,150	15,504	15,181	14,858	14,535
Double page spread	14,675	14,088	13,795	13,501	13,208
One page facing editorial special position	9,675	9,288	9,095	8,901	8,708
One page facing editorial	8,800	8,448	8,272	8,096	7,920
Half page facing editorial	5,175	4,968	4,865	4,761	4,658

<b>BLACK AND WHITE</b>		<b>12x</b>	<b>18x</b>	<b>24x</b>	<b>30x</b>
Double page spread special position	8,500	8,160	7,990	7,820	7,650
Double page spread	7,725	7,416	7,262	7,107	6,953
One page facing editorial special position	5,100	4,896	4,794	4,692	4,590
One page facing editorial	4,650	4,464	4,371	4,278	4,185
Half page facing editorial	2,650	2,544	2,491	2,438	2,385

Prices valid until 31 December 2009

## DISPLAY SOUTH ASIA (£)

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The  
Economist

FOUR COLOUR BLEED	1x £	12x £	18x £	24x £	30x £
Double page spread special position	5,725	5,496	5,382	5,267	5,153
Double page spread	5,200	4,992	4,888	4,784	4,680
One page facing editorial special position	3,400	3,264	3,196	3,128	3,060
One page facing editorial	3,100	2,976	2,914	2,852	2,790

FOUR COLOUR		12x	18x	24x	30x
Double page spread special position	5,450	5,232	5,123	5,014	4,905
Double page spread	4,950	4,752	4,653	4,554	4,455
One page facing editorial special position	3,250	3,120	3,055	2,990	2,925
One page facing editorial	2,950	2,832	2,773	2,714	2,655

Prices valid until 31 December 2009

## DISPLAY AUSTRALIA ONLY (£)

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The  
Economist

FOUR COLOUR BLEED	1x £	12x £	18x £	24x £	30x £
Double page spread special position	6,300	6,048	5,922	5,796	5,670
Double page spread	5,725	5,496	5,382	5,267	5,153
One page facing editorial special position	3,775	3,624	3,549	3,473	3,398
One page facing editorial	3,450	3,312	3,243	3,174	3,105

FOUR COLOUR		12x	18x	24x	30x
Double page spread special position	6,000	5,760	5,640	5,520	5,400
Double page spread	5,450	5,232	5,123	5,014	4,905
One page facing editorial special position	3,600	3,456	3,384	3,312	3,240
One page facing editorial	3,275	3,144	3,079	3,013	2,948

Prices valid until 31 December 2009

FOUR COLOUR BLEED	1x £	12x £	18x £	24x £	30x £
<b>PREMIUM POSITIONS</b>					
Facing first editorial page	111,200	106,752	104,528	102,304	100,080
First right hand page	106,550	102,288	100,157	98,026	95,895
First double pg spread, Centre spread	189,750	182,160	178,365	174,570	170,775
<b>RUN OF REPORT</b>					
Double page spread special position	181,500	174,240	170,610	166,980	163,350
Double page spread	165,000	158,400	155,100	151,800	148,500
One page facing editorial special position	101,900	97,824	95,786	93,748	91,710
One page facing editorial	92,650	88,944	87,091	85,238	83,385
Half page facing editorial	55,600	53,376	52,264	51,152	50,040
<b>FOUR COLOUR</b>					
		12x	18x	24x	30x
<b>PREMIUM POSITIONS</b>					
Facing first editorial page	105,900	101,664	99,546	97,428	95,310
First right hand page	101,500	97,440	95,410	93,380	91,350
First double pg spread, Centre spread	180,700	173,472	169,858	166,244	162,630
<b>RUN OF REPORT</b>					
Double page spread special position	172,850	165,936	162,479	159,022	155,565
Double page spread	157,150	150,864	147,721	144,578	141,435
One page facing editorial special position	97,100	93,216	91,274	89,332	87,390
One page facing editorial	88,250	84,720	82,955	81,190	79,425
Half page facing editorial	52,950	50,832	49,773	48,714	47,655
<b>SECOND COLOUR BLEED</b>					
		12x	18x	24x	30x
One page facing editorial special position	68,300	65,568	64,202	62,836	61,470
One page facing editorial	62,100	59,616	58,374	57,132	55,890
Double page spread	103,700	99,552	97,478	95,404	93,330
Half page facing editorial	38,500	36,960	36,190	35,420	34,650
<b>SECOND COLOUR</b>					
		12x	18x	24x	30x
One page facing editorial special position	65,050	62,448	61,147	59,846	58,545
One page facing editorial	59,150	56,784	55,601	54,418	53,235
Double page spread	98,750	94,800	92,825	90,850	88,875
Half page facing editorial	36,650	35,184	34,451	33,718	32,985
<b>BLACK AND WHITE</b>					
		12x	18x	24x	30x
One page facing editorial special position	43,250	41,520	40,655	39,790	38,925
One page facing editorial	39,300	37,728	36,942	36,156	35,370
Double page spread	65,550	62,928	61,617	60,306	58,995
Half page facing editorial	24,150	23,184	22,701	22,218	21,735
Quarter page facing advertisement	11,200	10,752	10,528	10,304	10,080

Prices valid until 31 December 2009

# CLASSIFIED WORLDWIDE (£)

The  
Economist

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EXECUTIVE FOCUS	Black & White £	Four Colour £
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One page special position	22,650	29,500
One page	20,600	26,850
Half page special position	11,700	15,200
Half page	10,600	13,750
Quarter page	5,450	7,100

APPOINTMENTS/ PROPERTY/BUSINESS & PERSONAL
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One page special position	19,950	26,000
One page	18,100	23,550
Half page special position	10,150	13,150
Half page	9,150	11,950
Quarter page	4,550	5,950
Single column cm (min 3cms)	204.00	

TENDERS
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One page special position	21,150	27,450
One page	19,300	25,050
Half page special position	10,750	13,950
Half page	9,700	12,650
Quarter page	4,900	6,400
Single column cm (min 3cms)	221.00	

COURSES & ALL OTHER CATEGORIES
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One page special position	20,500	26,600
One page	18,550	24,100
Half page special position	10,350	13,500
Half page	9,350	12,150
Quarter page	4,750	6,200
Single column cm (min 3cms)	212.00	
Box number	206.00	

Colour is available on any size above a 1/4pg at a surcharge of 30%

## Conditions of Acceptance and Indemnification - The Economist



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These conditions ("Conditions") apply to all advertisements, insertion orders, drafts and mock-ups submitted to The Economist for publication. All words which first appear in these conditions in quotation marks and bold type will have the meaning given them when they first appear in that form.

### Bookings

- 1 The placing with The Economist Newspaper Limited ("Publisher") of a booking for the insertion of an advertisement ("Advertisement") in "The Economist" will amount to acceptance of the Conditions by the party placing the booking ("Buyer"). Any other conditions stipulated by the Buyer shall be void to the extent they are inconsistent with the Conditions. In these Conditions the "Advertiser" means the legal person either advertising the products or services promoted in the Advertisement or making the announcement contained in it.
- 2 The Buyer contracts with the Publisher as principal.
- 3 If the Buyer is acting as the advertising agency or media buyer for the Advertiser or in some other representative capacity, the Buyer warrants that it is authorised by the Advertiser to place the Advertisement with the Publisher and will indemnify the Publisher against any claim made by the Advertiser against the Publisher arising from its publication.

### Acceptance of Advertisements

- 4 All Advertisements are accepted subject to the Publisher's approval of the copy and the space being available and the Publisher reserves the right, for any reason at any time, to reject, cancel, suspend publication or change the position of an Advertisement. However, the Publisher will use reasonable efforts to comply with the wishes of the Buyer although it does not warrant the date or position of insertion, the wording or the quality of the Advertisement's reproduction.
- 5 If an Advertisement does not appear, or does not appear on the specified date, the Publisher will not be liable, whether for breach of contract or otherwise.
- 6 If any non-appearance of the Advertisement occurs as a result of the act or default of the Advertiser or its servants or agents then the space reserved for the Advertisement shall be paid for in full.
- 7 The Publisher will not be responsible for any error in the Advertisement, or for any damage to or loss of copy, artwork, photographs or other materials supplied in connection with the Advertisement, which the Buyer warrants it has insured as it thinks fit and retained in sufficient quality and quantity for its purposes.
- 8 The Publisher reserves the right to destroy all materials received in connection with an Advertisement which have been in its custody for three months, without giving further notice to the Buyer.
- 9 Material supplied for Advertisements must conform to the Publisher's published requirements. The Buyer must consult with the Publisher before supplying materials in electronic format and ensure the materials comply with the Publisher's specific requirements. Any additional work involved will be charged to the Buyer.
- 10 The Publisher cannot accept responsibility for errors in key numbers or changes in copy unless these are confirmed in writing before the copy deadline or such later date as agreed by the Publisher. The Publisher reserves the right to charge for any additional expense involved in such changes.
- 11 The Publisher is not responsible for any adverse consequences for the Advertiser of an Advertisement being backed by another advertisement with a coupon, reply card or other matter designed for separate use.
- 12 The Publisher reserves the right to use process colours to match second colour requirements.
- 13 Classified Advertisements are set in house style unless otherwise arranged with the Publisher.

### Cancellation and Copy Deadlines

- 14 Cancellations of bookings for advertisements appearing on cover positions, facing Contents, "The world this week" spread, facing the first Leader or within the section cannot be accepted within eight weeks of insertion dates. Cancellations of all other bookings cannot be accepted within six weeks (for colour bookings) or three weeks (for black and white bookings) of insertion dates.
- 15 If copy instructions and materials are not received by the Publisher before the copy deadline, the Publisher reserves the right to repeat the copy last used. Unless the Publisher chooses to repeat such copy, the Buyer will incur forfeiture of the space booked at full cost.

- 16 The Buyer warrants that the Advertisement complies with all national and international legal and regulatory requirements and codes of practice (whether voluntary or obligatory), in all jurisdictions in which the Advertisement will appear. Without limiting the generality of the foregoing, the Buyer also warrants that the Advertisement:
- i) does not contain any libellous, inaccurate, misleading or false material;
  - ii) does not unfairly prejudice the legitimate interests of any third party or infringe or violate any copyright, trade mark or other personal or proprietary right of any person or render the Publisher liable to any proceedings whatsoever;
  - iii) complies with all applicable content and approval requirements of the Financial Services and Markets Act 2000 in the UK, the Buyer forthwith on the Publisher's request to provide written confirmation of any required approval; and
  - iv) complies with all applicable state and federal laws of the USA including laws relating to the offer or sale of securities.
- 17 The Buyer shall indemnify the Publisher fully and hold it harmless against any and all losses, claims, damages, costs (including legal costs) or liabilities which the Publisher may incur as a result of (i) the Publisher's publication of the Advertisement and (ii) without prejudice to the generality of the foregoing, any breach or alleged breach of any of the warranties set out in clause 16 above.

#### **Advertisement Rates and Payment Terms**

- 18 The Publisher reserves the right to adjust the rates to bookings already made on 50 days' notice.
- 19 Payment for each insertion must be made within 30 days following the insertion date or such earlier date as may be required by the Publisher. If payment has not been received within 30 days, the Publisher reserves the right to charge interest on the overdue amount at the rate of 4% above Barclays Bank PLC base rate accruing from day to day from the day after payment was due to the date of receipt by the Publisher. Any such interest is payable within seven days following the date of the Publisher's invoice charging it. The Publisher reserves the right to suspend insertion of Advertisements where the relevant Buyer is in arrears. The Buyer must pay for the advertisement irrespective of whether the Buyer has been paid by the Advertiser in respect thereof.
- 20 The Publisher reserves the right to require that a pre-payment, bank guarantee or other collateral security is furnished as a condition of accepting any booking.
- 21 Cheques or money orders should be made payable to The Economist Newspaper Limited.
- 22 Orders subject to a series discount must be completed within 12 months. Series discounts are granted on a page column basis for an Advertiser's individual campaigns only.
- 23 If a cancellation results in an Advertiser failing to reach agreed insertion levels to qualify for a series discount, the Advertiser will lose the right to such discount on all previous insertions and will be invoiced by the Publisher accordingly, such invoices to be settled within seven days.

#### **Miscellaneous**

- 24 The Publisher shall be entitled to reproduce, republish and distribute the Advertisement in any medium (print, electronic or otherwise), and as part of any service, in which The Economist is published or made available under licence from the Publisher and including part of any press-cuttings service.
- 25 The contract which incorporates these Conditions shall be construed under and be governed by the law of England, and for the Publisher's benefit the English courts shall have non-exclusive jurisdiction in respect of any dispute arising.

The heavy demand on advertisement pages restricts the guarantee of specific publication dates. Although requested dates will normally be adhered to, it would assist the publisher if alternative dates could be shown for each insertion. If space limitations prevent publication of an advertisement on the specific date requested, in the absence of an alternative date the advertisement may automatically be transferred to the following week's issue.

In view of the global nature of The Economist's circulation we ask all advertisers to be sensitive to the world's various cultures and to avoid age, racial or sexual discrimination in advertisements.

## Specification - The Economist



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### TECHNICAL DATA

The cover, four colour inserts and newsprint are printed by heat set web offset.

### LIVE MATTER AREA

Type material or other illustrative material on a non-bleed page, or on a bleed page, but not intended to bleed, must be kept 10mm within quoted trimmed size on all four sides.

### Digital

Digital files must be pre-flighted to The Economist Newspaper specifications.

**Quickcut. Preferred method of delivery ([www.quickcut.com](http://www.quickcut.com)).**

#### File formats:

- PDF 1.3 format using the latest Pass4Press specifications (see [www.pass4press.com](http://www.pass4press.com)) based on the internationally recognised PDF/X-1a format [ISO 15930-1:2001].
- Full page or double page spreads must be centred within a 10mm border - over and above trim size on all 4 sides.
- All digital files must be named with the following syntax, using only alpha-numeric characters and the underscore, for example, Advertiser\_20122006.pdf
- All graphics must be supplied as 300ppi continuous tone or 2400 ppi bitmap files.
- Preferably, fonts should be supplied as embedded and subset Type 1 PostScript fonts. We cannot accept Multiple Master fonts or instances.
- Four Colour guides should be produced from the final PDF file only. The Economist recommends the use of Proof4Press verified colour proofs or similar, based on current ISO specifications for web-offset printing.

#### Please note that the following items are not acceptable:

- Microsoft PowerPoint documents
- RGB graphics
- Four Colour graphics in mono ads
- JPEG/ASCII graphics within documents
- Spot colours (CMYK only)
- Native files
- EPS files
- TIFF files

### Cromalin/digital proof requirements for regional print sites

The following are required for each edition.

Worldwide	7 Eurostandard Cromalins
World Ex-UK	6 Eurostandard Cromalins
World Ex-North America	5 Eurostandard Cromalins
World Ex-Asia/Pacific	6 Eurostandard Cromalins
World Ex-UK/Ex-North America	4 Eurostandard Cromalins
Asia/Pacific and Asia Only	1 Eurostandard Cromalin
Total Europe	3 Eurostandard Cromalins
North America	3 Cromalins
UK	1 Eurostandard Cromalin
Continental Europe	-
and Middle East/Africa	2 Eurostandard Cromalins
Latin America	2 Cromalins

### SPOT COLOUR

The Economist can only accept spot colour advertisements supplied out of CMYK

### Dimensions: Display

	mm	inches
Full page	240 x 180	9 7/16 x 7 1/16
Half page horizontal	118 x 180	4 5/8 x 7 1/16
Half page vertical	240 x 88	9 7/16 x 3 7/16
Half page DPS under Letters	118 x 380	4 5/8 x 15

Half page bookends in Letters	250 x 86	9 7/8 x 3 3/8
Quarter page	118 x 88	4 5/8 x 3 7/16
Spread	240 x 380	9 7/16 x 15
Bleed page (inc. bleed)	273 x 209	10 3/4 x 8 1/4
Trimmed page	267 x 203	10 1/2 x 8
Bleed spread (inc. bleed)	273 x 412	10 3/4 x 16 1/4
Trimmed spread	267 x 406	10 1/2 x 16

**World In: DPS considerations**

World In is a perfect bound publication.  
All spread advertisements must be supplied as two separate full page advertisements.

Please allow approximately 1/8" (3mm) for image overlap in the design. If possible avoid text or illustrations that are difficult to align through the gutter.

**Dimensions: Classified**

	mm	inches
Full page (four columns)	235 x 180	9 1/4 x 7 1/16
Single column width	42	2
Double column width	88	3

Depth dimensions are given first.

**Dimensions: Executive Focus/International Property**

	mm	inches
Full page	235 x 180	9 1/4 x 7 1/16
Half page horizontal	115 x 180	4 9/16 x 7 1/16
Half page vertical	235 x 88	9 1/4 x 3 7/16
Quarter page	115 x 88	4 9/16 x 3 7/16

Depth dimensions are given first.

The quality of reproduction cannot be guaranteed if The Economist's specifications are not adhered to or if the material is received after our copy deadlines.

**For technical and production data contact:**

Andrew Rollings, Advertisement Production Manager  
Tel: London (44 20) 7830 7065 Fax: (44 20) 7930 0458  
E-mail: andrewrollings@economist.com

Suzanne McPartland, Advertisement Production Coordinator  
Tel: New York (1 212) 541 0544 Fax: (1 212) 445 0629  
E-mail: suzannemcpartland@economist.com

**Creative Formats:**

**Gatefolds**

Following formats are available:



Single page gatefold opening to DPS



Half page gatefold opening to 3/4 DPS



DPS gatefold opening to 3 page spread



DPS gatefold opening to 4 page spread

### Wrap around covers



Special distribution can be arranged for wrapped copies. They can be delivered to a single address (bulk delivery) or mailed to an advertiser's own mailing list. Prices for distribution to individual addresses are for second class post and are subject to list presentation details. Prices for delivery by first class post are available on request.

The Economist takes no responsibility for items which could not be delivered to supplied names and addresses.

Your Economist representative can also provide you with details of special distribution opportunities at trade shows or other key events. Bulk charges apply for this type of distribution.

A premium is payable for wrap-around cover orders lower than 1,000 on any single regional edition of The Economist.

### Bound-in inserts



Bound-in inserts can run in any edition of The Economist. They must be the same size as The Economist and must appear in the centre of the paper.

Advance notice is required to ensure availability.

Maximum weight of paper:	120gsm	80lbs
Minimum weight of paper:	80gsm	54lbs
Minimum number of pages:	4	4

Please ask for complete technical specifications from your representative or a member of The Economist's advertisement production department.

### Loose inserts



	<b>UK</b>	<b>Continental Europe*</b>
Maximum size	247mm x 173mm	180mm x 145mm
Minimum size	148mm x 105mm	148mm x 105mm
Maximum weight of insert	30g	20g
Minimum weight of stock for single sheet unfolded insert	130gsm	130gsm
Minimum number of inserts	26,000	20,000

\*In Continental Europe, loose inserts of more than two sides can only be inserted into polywrapped copies.

If there is a fold, it must be on the longest side of the insert.

Please liaise with the advertisement production department at all stages of your project. The team will help ensure that your insert meets The Economist's requirements.

**Bound- in Reply Cards**



Final artwork is required eight weeks prior to the insertion date. Note that sizes differ between editions.

<b>Edition</b>	<b>UK</b>	<b>Continental Europe/Middle East/Africa</b>	<b>Asia/Pacific</b>	<b>North Am</b>
Size	(H x W) mm	(H x W) mm	(H x W) mm	(H x W) m
Bleed size	156 x 164	146 x 168	196 x 131	108 x 199
Trim size	150 x 158	140 x 162	190 x 125	102 x 193
Live type area	142 x 150	132 x 154	182 x 117	96 x 187

Requirements for Asia/Pacific Edition: For self mailers, two sets of copy must be provided: one with a Hong Kong return address and one with a Singapore return address. All material must also be approved by the post offices in Hong Kong and Singapore.

**Bound-in reply cards cannot run in the following months:**

UK:	April, May, August, December
Continental Europe:	February, April, August, December
Other editions:	No restrictions

**Tip-on Cards**



Maximum size:	210mm x 160mm
Minimum size:	85mm x 60mm