

Press Release

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Thursday 11th February 2016
(release after noon London time only)

***The Economist* celebrates a 31% increase in digital circulation in latest ABC report**

According to numbers released by the Audited Bureau of Circulation for July-December 2015, there was a year-on-year increase in digital circulation of:

- 31% worldwide*
- 47% in the UK
- 55% in Europe and the Middle East
- 59% in the fastest growing sector; Africa

Digital circulation now stands at 303,686. The message is clear; *The Economist's* editorial continues to be journalism that people are willing to pay for.

Michael Brunt, Chief Marketing Officer and Managing Director of circulation at *The Economist*, says: *"It is our goal to double the profitability of our circulation business within the next five years and we remain on target to do so. Our profitability is driven by continued growth of digital subscriptions and tight management of our print circulation. Digital growth has already allowed us to cut 100k bulk print copies globally, which will be reflected in our next ABC report"*

The following tables provide a breakdown of the ABC UK released and certificated figures for the period July-December 2015 for print and digital circulation of *The Economist*:

	JD15 - Jul to Dec 2015				Digital Growth	
	Print	Digital	TOTAL		vs. 6 mths	vs. 1 year
UK	161,783	73,567	235,350	UK	3.7%	47.2%
Europe	196,266	40,826	237,092	Europe	19.7%	54.5%
MEA	21,408	5,937	27,345	MEA	15.6%	58.9%
Asia	104,947	45,422	150,369	Asia	15.3%	45.1%
NA	751,033	127,192	878,225	NA	3.3%	14.3%
LA	8,572	10,742	19,314	LA	5.9%	12.7%
TOTAL	1,244,009	303,686	1,547,695	TOTAL	7.4%	30.8%

*NA and LA = As filed with Alliance for Audited Media, subject to audit. Our audited figures for the North America and Latin America editions will be published on 7th March 2016 for the period July to December 2015 by the Alliance for Audited Media. We have included NA and LA figures here to provide the global circulation of *The Economist*.

Our audit certificates can be downloaded at www.abc.org.uk

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For more information or to arrange an interview, please contact HollyDonahue@economist.com

About *The Economist* (www.economist.com)

With a growing global circulation and 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. In addition to the web-only content such as blogs, debates and audio/video programmes available on the [website](http://www.economist.com), *The Economist* is available to download for reading on Android, Blackberry PlayBook, iPhone or iPad devices. *The Economist Espresso*, our daily briefing smartphone app, is also available for download via iTunes App Store or Google Play.