
November 2015

WELCOME TO 1843

Nick Blunden

The Economist Group

1843 IS THE NEW LIFESTYLE, CULTURE AND IDEAS MAGAZINE FROM THE ECONOMIST

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1843 PROVIDES A SMART GUIDE TO UNDERSTANDING AND ENJOYING LIFE

3



Where The Economist is a trusted filter on world affairs, **1843 is a source of inspiration for a more fulfilling life.**

Where The Economist informs, **1843 enriches.**

Where The Economist tells you what you need to know to navigate the world, **1843 tells you what you want to know.**

1843 HAS BEEN SPECIFICALLY CRAFTED TO ENGAGE THE GLOBALLY CURIOUS

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The **globally curious** are an extraordinarily valuable audience who are:

Affluent

Influential

Discerning

International

Educated

1843 WILL BE A TRULY GLOBAL MAGAZINE WITH READERS ACROSS EVERY CONTINENT

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At launch 1843 will have a **circulation of 460,000** around the world spread across:

North America – 242,000

United Kingdom – 100,000

CEMEA – 75,000

Asia Pacific – 43,000

GLOBALLY 1843 WILL HAVE AN EXTRAORDINARILY HIGH-END AUDIENCE

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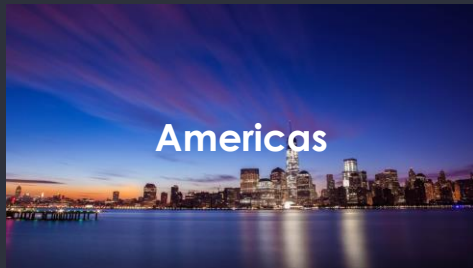
The combined net worth of all Economist subscribers is well over **\$6.0bn**.

If they were a country it would have the 10th biggest economy in the world, which is bigger than Switzerland and Brazil's national wealth combined.

We will distribute 1843 to the most engaged of these Economist subscribers.

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ON A REGION BY REGION BASIS THE 1843 AUDIENCE WILL BE VERY PREMIUM TOO



	Americas	EMEA	Asia Pacific
Affluent	53% Household net worth USD1,000,000+	30% Personal net worth €740,000+	38% Personal net worth USD500,000+
Influential	79% Consider myself an opinion leader	83% Influence people's opinions, actions and behaviours	72% Consider myself an opinion leader
Discerning	83% Try very hard to simplify my life	88% Enjoy learning about other countries' cultures and business practices	75% Like to own the latest technology products/services
International	90% Have a valid passport	87% Travelled internationally in the past year	76% Travelled outside Asia in the past year
Educated	54% Have a master's degree or higher level of education	67% Studied for an MBA or took an executive training	68% Studied for an MBA or took an executive training



1843 WILL PROVIDE THE PERFECT BALANCE _____ BETWEEN STYLE AND SUBSTANCE

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Plus 6 pages of food & drink and 45 pages of features.

1843 WILL BE THE HOME OF SOME OF THE WORLD'S FINEST WRITERS

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Emma Duncan

Editor of 1843, former Deputy Editor of The Economist, columnist for The Times and television broadcaster.



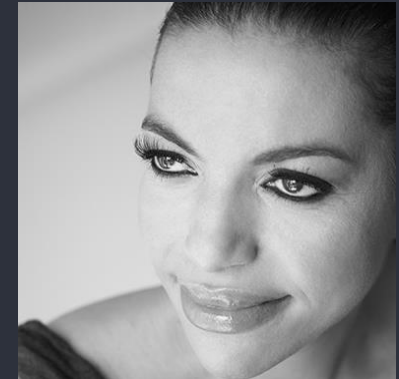
Luke Leitch

1843 Style Editor, former deputy fashion editor of The Daily Telegraph and Vogue columnist.



Sophy Roberts

1843 Travel Editor, former Editor-at-Large at Conde Nast Traveller and Departures magazine, columnist for How To Spend It.



Melanie Grant

1843 Jewellery and Watches Editor and award winning Picture Editor for Intelligent Life.

1843 WILL BE THE PERFECT ENVIRONMENT FOR LUXURY BRANDS

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Trim: 276mm (h) by 203mm (w)

Print process: Heat set web
offset

Paper stock: Cover – 170gsm
Galerie Art Silk

Text section - 80gsm Galerie Silk

Finish: Cover – matte laminate

Binding: Perfect bound

Inks: CMYK

AS A GLOBAL TITLE 1843 WILL PROVIDE EXTRAORDINARY VALUE

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\$ USD - ALL RATES ARE GROSS					
GEOGRAPHY	WORLDWIDE	UK	CEMEA	AMERICAS	ASIA PACIFIC
CIRCULATION	460,000	100,000	75,000	242,000	43,000
PRINT					
Inside front cover spread	\$100,000	\$24,000	\$18,000	\$52,000	\$10,000
Outside back cover	\$74,999	\$17,903	\$13,485	\$38,999	\$7,500
Page facing editorial	\$50,000	\$11,935	\$8,990	\$26,000	\$5,000
Double page spread	\$90,000	\$21,500	\$16,200	\$46,800	\$9,000
DIGITAL EDITION					
Premium position	\$19,375	\$5,508	\$4,567	\$6,781	\$2,906
Run of book	\$11,625	\$3,305	\$2,740	\$4,069	\$1,744

Refer to www.economistgroupmedia.com for full rate card

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1843 IS DIFFERENT BUT COMPLIMENTARY TO THE ECONOMIST

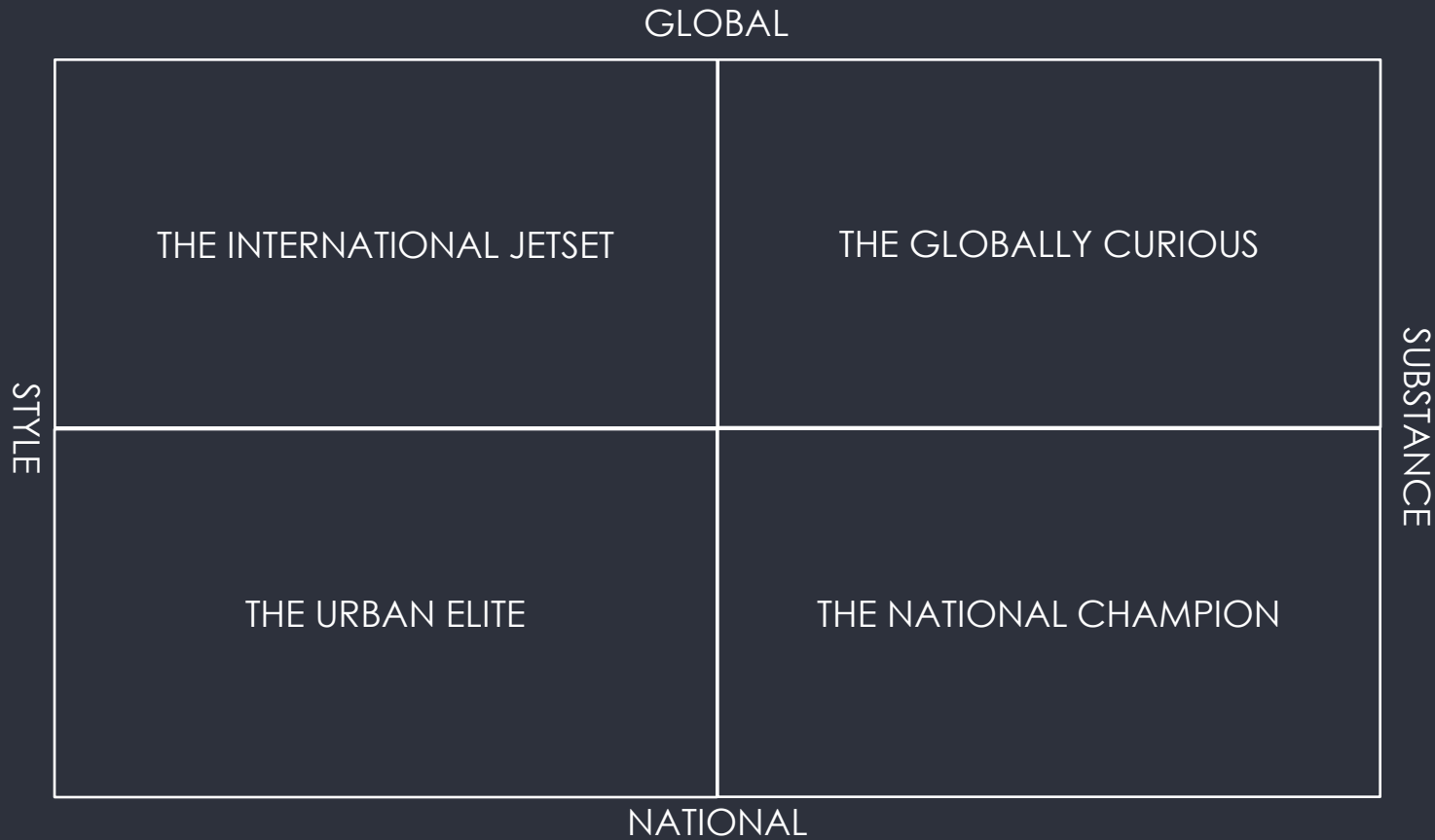
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“While The Economist speaks to its readers with their business heads on, 1843 will talk to them when they have their feet up – on a weekend break, on holiday, on a slow Sunday afternoon, when they have a little time to indulge themselves”

Emma Duncan, Editor, 1843

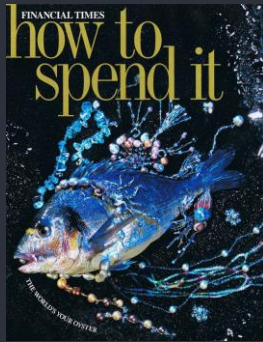
ALL IN ALL 1843 IS A MAGAZINE LIKE NO OTHER



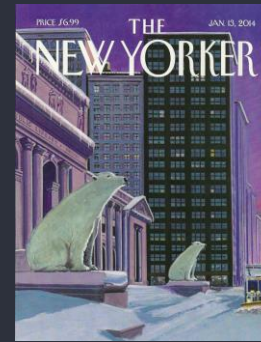
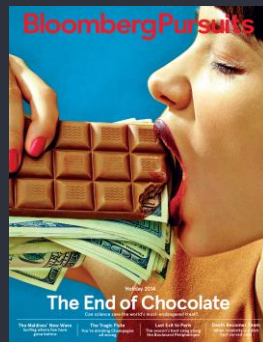
ALL IN ALL 1843 IS A MAGAZINE LIKE NO OTHER

GLOBAL

STYLE



SUBSTANCE



NATIONAL

November 2015

INTRODUCING 1843

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AS A GLOBAL TITLE 1843 WILL ALSO PROVIDE INCREDIBLE VALUE

£ GBP - ALL RATES ARE GROSS					
GEOGRAPHY	WORLDWIDE	UK	CEMEA	AMERICAS	ASIA PACIFIC
CIRCULATION	460,000	100,000	75,000	242,000	43,000
PRINT					
Inside front cover spread	£64,515	£15,400	£11,600	£33,548	£6,452
Outside back cover	£48,386	£11,550	£8,700	£25,161	£4,839
Page facing editorial	£32,258	£7,700	£5,800	£16,774	£3,226
Double page spread	£58,064	£13,860	£10,440	£30,193	£5,806
DIGITAL EDITION					
Premium position	£12,500	£3,554	£2,946	£4,375	£1,875
Run of book	£7,500	£2,132	£1,768	£2,625	£1,125

Refer to www.economistgroupmedia.com for full rate card

1843 PUBLICATION SCHEDULE FOR 2016/17

ISSUE	PUBLICATION DATE	COPY DEADLINE
Apr/May 2016	14-Mar-2016	16-Feb-2016
Jun/Jul 2016	16-May-2016	19-Apr-2015
Aug/Sep 2016	18-Jul-2016	21-Jun-2016
Oct/Nov 2016	19-Sep-2016	23-Aug-2016
Dec 2016/Jan 2017	14-Nov-2016	18-Oct-2016
Feb/Mar 2017	16-Jan-2017	20-Dec-2016
Apr/May 2017	13-Mar-2017	14-Feb-2017
Jun/Jul 2017	15-May-2017	18-Apr-2017