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Call us weekdays 8⁰⁰ - 16⁰⁰

+61 2 8064 7276

The Economist

The Economist is the weekly international news and business publication offering clear reporting, commentary and analysis on world politics, business, finance, science, technology, culture, society, media and the arts. It's considered one of the most authoritative and influential publications in Asia Pacific and around the world. Based on a response rate of 64%, The Economist's Asia/Pacific subscriber study presents a comprehensive portrait of an influential and versatile readership.

The Economist's readers are concentrated in the dynamic middle years in which 44% are under 45 years of age. 93% of subscribers are men and 7% are women, Readers of The Economist are highly educated, 41% have postgraduate qualifications and 17% have MBA's. The average income is US\$165,000, 83% live with their partners, many of whom also read The Economist. Its global perspective of world events attracts a multi national readership. 41% of readers have lived abroad for 3 months or more.

The Economist's readers are businessmen and professionals working in occupations across the whole spectrum of commerce, finance, government and professions. This group is the key target audience for many corporate and business-to-business campaigns. 64% are top managers, 75% are active opinion-formers, 80% work in sizeable organisations, 55% are innovative strategists and 43% are responsible for high value contracts.

The Economist Asia Pacific readers have sophisticated and high profile consumer lifestyles and are frequent premium fare travellers. The Economist deliver readers of outstanding quality in terms of corporate decision making power, political influence and personal wealth.

The list is sourced using direct response though press advertising and extensive mailings. The list is updated daily and regularly MPS cleaned.

LIST DETAILS	
Quantity	7,730 (AUS)
Selections	Country Postcode Gender Address Type Business or Consumer Active or Lapsed subscriber
PRICING	
Minimum Order	5,000
Deliverability	95%
Lead Time	5 working days

The List Group - Direct Marketing List Management & Brokerage

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<https://www.thelistgroup.com.au>



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Notes	Sample of mailing must be provided. All processing must be conducted by a bureau. Rental of data is for one time use.
Terms & Conditions	<p>List rental costs cover one time usage only. All data is seeded with dummy names to detect unauthorized use and copying in any form is prohibited. Two sample mailing packages will be required for approval by owner.</p> <p>We require a signed copy of our list rental agreement and order form prior to any order being processed.</p> <p>Payment is required on delivery of data unless arranged otherwise. 10% GST applies to all Australian Companies.</p>

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