

THE ECONOMIST NEWSPAPER

Subscribers in Asia Pacific

Actives 35,508

Expires 10,859

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 is considered one of the most authoritative and influential publications in Asia Pacific and around the world. Asia Pacific circulation has grown dramatically increasing by 97% in ten years. 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 businessmen and professionals working in occupations across the whole spectrum of commerce, finance, government and the professions. This group is the key target audience for many corporate and business-to-business campaigns.

The Economist Asia Pacific readers have sophisticated and high-profile consumer lifestyles and are frequent premium fare travellers. The Asia and Asia Pacific editions of 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 through press advertising and extensive mailings. It is available to fundraising offers. This list is updated daily and regularly MPS cleaned.

Fast Facts:

- 45 years of age 44%
- Men 93%
- Women 7%
- Have postgraduate qualifications 41%
- Have MBAs 17%
- Live with their partners 83%
many of whom also read The Economist
- Readers have lived abroad 41%
for 3 months or more
- Top managers 64%
- Active opinion-formers 75%
- Work in sizeable organizations 80%
- Innovative strategists 55%
- Responsible for high-value contracts 43%
- Average income US\$165,000



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MINIMUM QUANTITY: 5,000

RENTAL COST:

£225 per 1,000 / US\$295 per 1,000

Asia/Australasia Actives

£175 per 1,000 / US\$225 per 1,000 Asia
/Australasia Expires (0-12 months)

SELECTIONS AVAILABLE:

By nth name, flagging, A/B split. By named selection, country, business address, home address, gender, other selections at £10 per 1,000 / US\$16 per 1,000. Mailsort at £4 per 1,000 / US\$6.50 per 1,000.

LIST BREAKDOWN

	Actives	0-12 Month Expires	Sub Total
ASIA			
Bangladesh	35	11	46
Bhutan	5	1	6
Brunei	41	16	57
Burma	3	3	6
Cambodia	28	6	34
China	731	458	1,189
Hong Kong	4,598	942	5,540
India	4,753	1,205	5,958
Indonesia	491	262	753
Japan	2,678	612	3,290
Korea	4,298	621	4,919
Laos	16	4	20
Macao	60	12	72
Malaysia	2,231	1,231	3,462
Maldives	14	4	18
Mongolia	33	3	36
Nepal	5	7	12
Pakistan	459	194	653
Philippines	1,128	95	1,223
Rest of Asia	7	0	7
Singapore	3,684	2,434	6,118
Sri Lanka	91	23	114
Taiwan	1,483	252	1,735
Tajikistan	2	1	3
Thailand	1,122	480	1,602
Uzbekistan	10	1	11
Vietnam	57	6	63
Total	28,063	8,884	36,947
AUSTRALASIA	7,276	1,923	9,199
PACIFIC	105	25	130
EUROPE	64	27	91
Grand Total	35,508	10,859	46,367

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