

WORLD
ECONOMIC[®]
JOURNAL

MEDIA KIT





ABOUT WEJ

- **World Economic Journal (WEJ)** is an international business journal that addresses economic trends, social and urban development, sustainable development, technology and innovation with a focus on emerging and advanced markets
- **WEJ** debunks stereotypes created by biased reviewer and offers readers the opportunity to draw their own conclusions based on objective facts and data
- **WEJ** is available in digital, online, print formats and published in UN languages
- **WEJ** has been published since 2009 and has been published in the US, Canada, EU and other countries since 2011

■ **World Economic Journal is also available in hundreds of digital public libraries around the world**

DIGITAL FORMATS:





MISSION

To deliver rigorous, unbiased economic analysis that empowers business and political decision-makers in emerging economies, fostering sustainable development, international cooperation and enhancing their global visibility



OBJECTIVES

Become the leading global economic journal and initiate the annual global events that influence policy-making for BRICS+ countries and beyond



OUR READERS

Business and political decision-makers, corporations, city and national governments worldwide, with a strong emphasis on BRICS+ nations and the Middle East

HISTORY

2009

WEJ founded by a British non-profit partnership in London

■ **Wikipedia**

https://en.m.wikipedia.org/wiki/World_Economic_Journal

■ **Stanford Libraries**

<https://searchworks.stanford.edu/view/9861395>

2013

Launch on digital platforms and AppStore mobile applications in three languages: English, Russian and Chinese

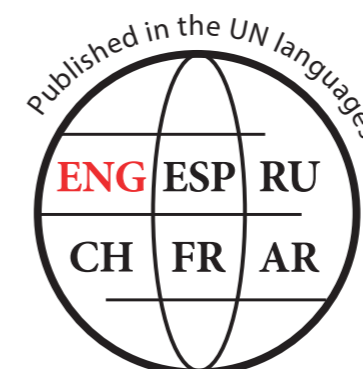
■ **Published by the largest US publisher RR Donnelley**

■ **Sold by Hudson News Stores**

SINCE 2011

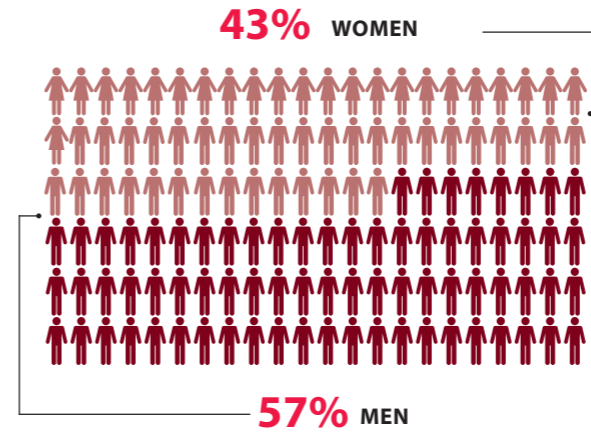
published and distributed in the US, Canada, EU and Central Asia

2025
Published in UN languages

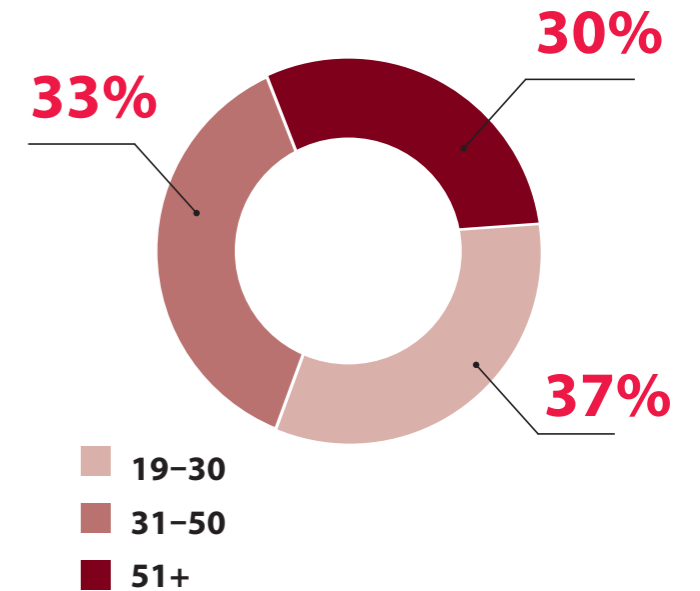


TARGET AUDIENCE

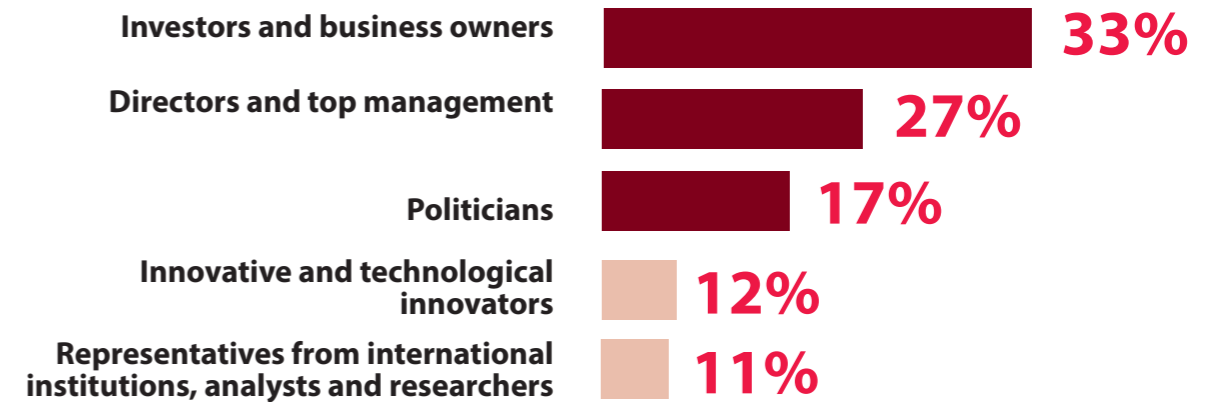
GENDER



AGE



SOCIAL STATUS



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<https://wcu.overdrive.com/media/11659080>



The entire list of electronic public libraries ▶

WEB AND SOCIAL MEDIA

WWW.WORLD-ECONOMIC.COM



SOCIAL



4 LANGUAGES

PRESENTED
(ENGLISH, SPANISH,
CHINESE, RUSSIAN)

RATINGS, INDICES AND ANALYTICAL
 RESEARCH WEJ-RESEARCH

ECONOMIC EVENTS, FORUMS, AWARDS



SUCCESS STORIES:

• PERSON

This inspiring section highlights outstanding leaders, entrepreneurs, politicians, and scientists—true innovators in their fields. We uncover the secrets behind their success, key decisions, and challenges they've overcome to motivate our readers toward new achievements.



SUCCESS STORIES:

• BRAND

A section about those who are changing the world by combining innovation, sustainability, and ESG principles. We showcase how brands build trust, implement eco-friendly solutions, and shape the future of responsible business.



SUCCESS STORIES:

• COMPANY

This column is dedicated to companies that dare to stay ahead of the curve—their growth, strategic decisions, and breakthrough achievements. Discover how businesses conquer markets, navigate crises, and drive innovation, setting new standards in sustainable development.



WORLD ORGANIZATION FOR DEVELOPMENT (WOD)

An international non-governmental organization with Special Consultative Status with the United Nations Economic and Social Council, Member of the United Nations Global Compact. In partnership with WOD, the UN Sustainable Development Agenda is promoted through the journal, which publishes announcements and results of awards conducted by WOD

- Founded on December 23, 2009 by the principles proclaimed by the United Nations
- Actively participates in the implementation of the 2030 Agenda for Sustainable Development and interacts with international organizations of the UN system
- Develops and implements Global Initiatives to achieve Sustainable Development Goals
- The United Nations has already twice recognized the Global Initiatives developed by WOD as the SDG Good Practices to achieve the Sustainable Development Goals, in 2015 and 2021



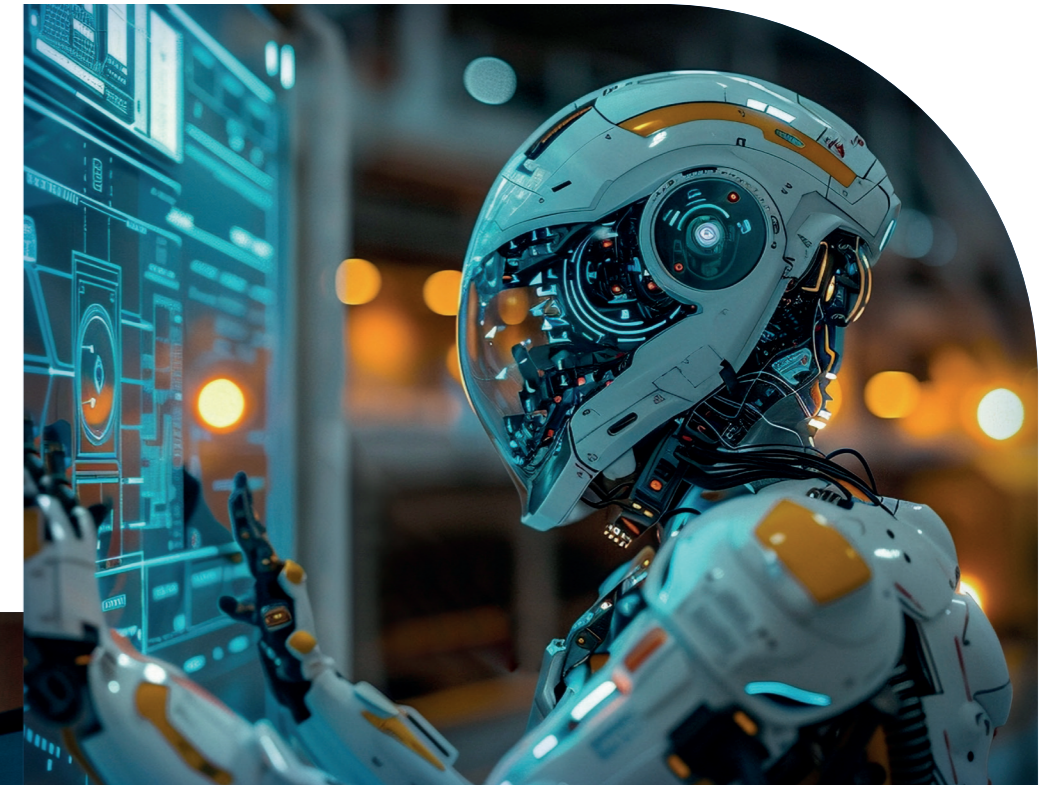
THE ANALYTICAL RATING SERVICE WOD-RESEARCH

WOD-Research offers exclusive and prioritized placement in the **WEJ** pages for analytical studies, rankings, and indices developed by WOD-Research

WOD-Research regularly calculates ratings, indices; conduct analytical studies in the sustainable development of the world's states and territorial entities of the countries, as well as international corporations

WOD-Research is the scientific basis for developing the following tools of the global initiative #SDGAction33410, recognized by an SDG Good Practices:

1. Artificial Intelligence for the Development of Territorial Entities (AITE)
2. The Statistical Committee #SDGAction33410
3. Initiative to establish the United Nations Programme for Territorial Development



GLOBAL INITIATIVE FOR SUSTAINABLE
DEVELOPMENT OF TERRITORIAL ENTITIES

#SDGAction33410



- **GITE** forms the supranational, innovative Global Governors Platform and initiates the establishment of the United Nations Program on Territorial Entities

- **GITE** stimulates the sustainable development of the Territorial entities in the innovative, technological, economic, social and other fields; creates the platform for the exchange of innovative practices for the development and management of Territorial entities and achievement of the Sustainable Development Goals

- **WEJ** is one of the key media tools of the Global Initiative



- **2009 – 2018**
Scientific Development
- **2010**
Implementation into practice
- **2021**
Recognized by the UN as SDG GOOD PRACTICES



GITE CONSISTS OF THREE SPACES:

1. Intellectual Space:



The scientific basis of GITE, its Spaces and Tools. Developed and operates on the basis of artificial intelligence. The scope of application: sustainable development of territorial entities of the countries of the world (AITE)

2. Event Space:



- Global Governors Summit creates a platform for global dialogue, brings together the Governors and the Heads of Territorial Entities to exchange advanced innovative experiences



- Global Award for Sustainable Development awards the Governors and governor's teams for the best world practices in the SDG management, awards corporations for development of the Territorial Entities



- World Forum of Territorial Entities creates a dialogue platform between Governor's teams and business, stimulates the development of Territorial Entities in the innovative, technological, economic and social spheres

3. Media Space:



Unites governor's teams, facilitating the exchange of innovative, high-tech and modern practices to achieve the UN SDG

MARKETING STRATEGY

1. Collaborate with global events (e.g., World Economic Forum, World Government Summit, BRICS+ Summits and Forums) to enhance visibility

2. Deliver printed versions to an exclusive proven list of 10,000 VIPs in BRICS+ and beyond

3. Generate media attention through rankings and lists, encouraging companies to promote their achievements

4. Utilize digital marketing tools to increase readership of the online version





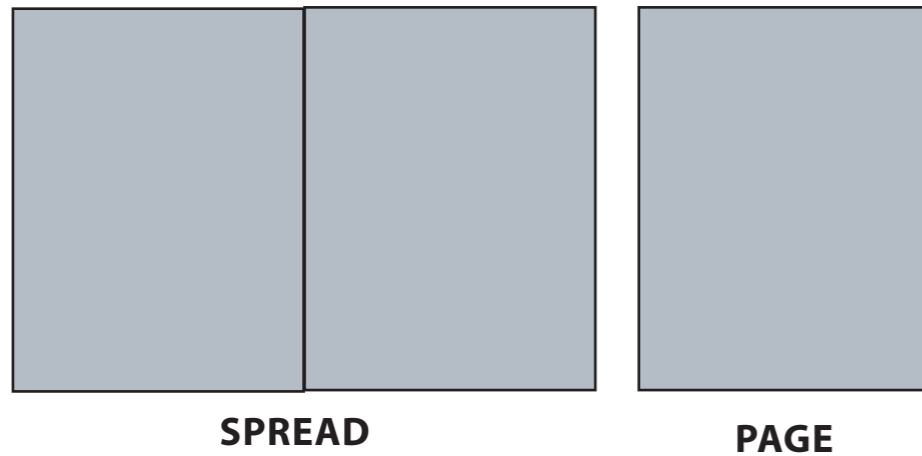
EDITORIAL CALENDAR 2025

2025

WEJ №48	December - January
WEJ №49	February - March
WEJ №50	April - May
WEJ №51	June - July
WEJ №52	August - September
WEJ №53	October - November
WEJ №54	December - January

SPECIAL PROJECTS

PLACEMENT OPTIONS FOR SPECIAL PROJECT



SUBJECT



PERSON
(INTERVIEW)



BUSINESS

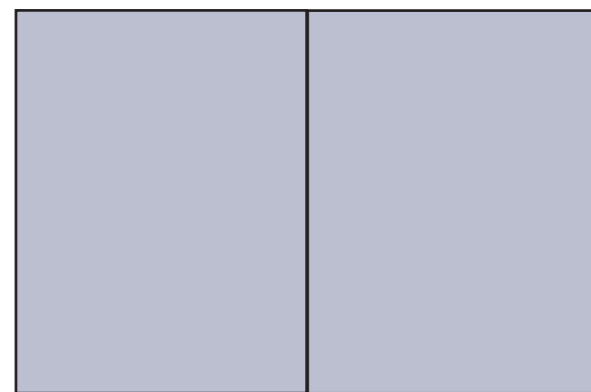


EVENT
(FORUM, AWARD)



PRINT PRODUCTION SPECIFICATIONS

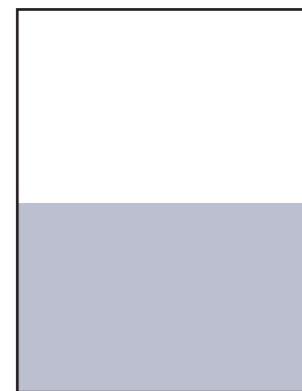
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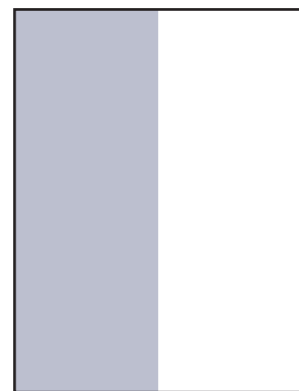
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