

WORLD ECONOMIC[®] JOURNAL

MEDIA KIT



WORLD ECONOMIC JOURNAL

An international business magazine on global transformation, investment, sustainable development, and leadership

World Economic Journal (WEJ) is a respected international media platform covering key economic, technological, social, and political developments across the globe. Published since 2009, the journal is distributed in three formats — print, digital, and online — **in English, Russian and other languages.**

We bring together a global community of experts, change-makers, and investors by offering unique, high-value content:

- Analytical reports and trend reviews
- Interviews with global leaders and visionaries
- Research and rankings
- Case studies of companies, regions, and industries
- International awards and special projects

World Economic Journal offers:

- International publishing presence across Asia, Europe, and Eurasia
- Readership from over 70 countries
- Indexing in thousands of public and academic libraries worldwide
- Distribution on top digital platforms (ZINIO, Magzter, Issuu, and others)

WEJ serves as a powerful tool for reputation building, brand positioning, and international outreach. It helps companies, institutions, and leaders present themselves to the global arena.

Get in touch — and we'll find the format that works for you.

DIGITAL FORMATS:





■ MISSION

To deliver professional, objective, and in-depth economic analysis that empowers decision-makers in governance, business, and policy — across both developing and developed economies.

We promote sustainable development, international cooperation, and the global reputation of companies, regions, and ideas shaping the future.

World Economic Journal serves as a platform for dialogue among business leaders, government officials, investors, researchers, and experts from more than 70 countries worldwide.



■ GOALS

To strengthen the position of World Economic Journal as one of the leading international business publications, providing reliable analytics and creating reputational advantages for global leaders, companies, and institutions.

To initiate prestigious awards, forums, and research-driven projects that advance innovation, sustainability, and global collaboration.

To establish a trusted platform for expert dialogue, strategic insights, and the promotion of best practices on the international stage.



■ OUR AUDIENCE

- Top executives and business owners
- International experts, investors, and analysts
- Representatives of governments, international organizations, and development institutions
- Academic community and emerging leaders
- Participants of G20, BRICS+, ESG coalitions, and global economic summits

■ HISTORY

2009

2009 - World Economic Journal was founded in 2009 in London, United Kingdom.

■ Wikipedia

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

■ London Public Library

<https://lpl.overdrive.com/media/11985368>

2013

Launch on digital platforms and mobile applications in the App Store in both English and Russian.

■ Published in the United States by the major publisher RR Donnelley

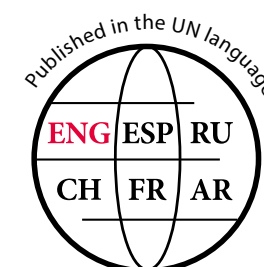
■ Print editions are sold through the largest retail network, Hudson News Stores

C 2011

Published and distributed in the USA, Canada, Europe, and Central Asian countries.

2024

Published in UN official languages.

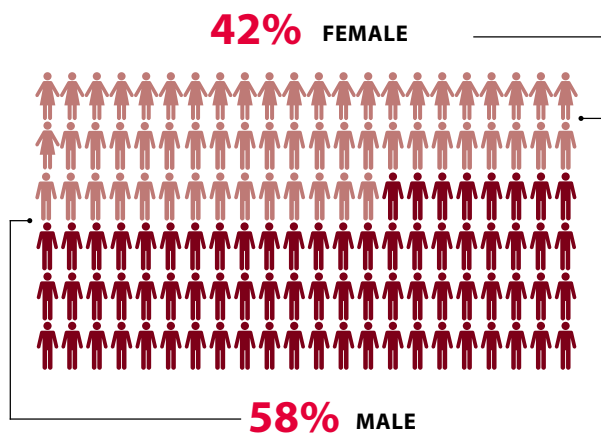


2025

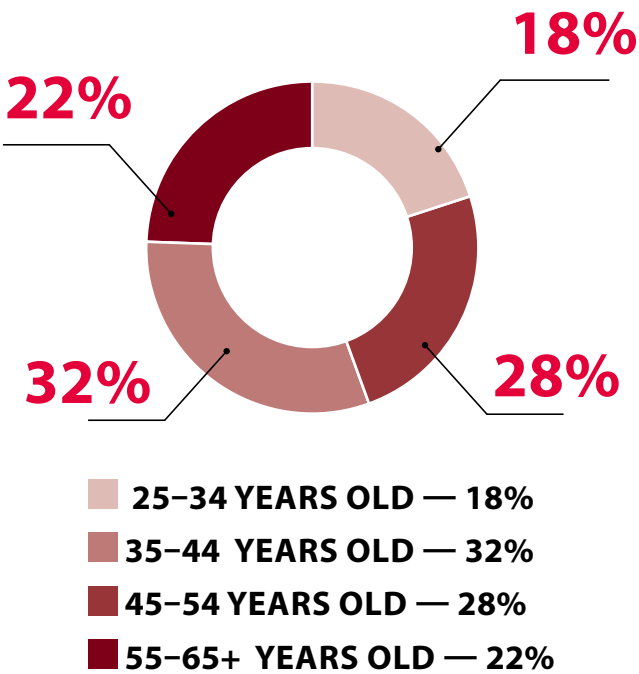
Included in a global network of **92 000** public digital libraries across **115** countries worldwide.

TARGET AUDIENCE

GENDER



AGE BREAKDOWN OF THE WEJ AUDIENCE:



GEOGRAPHY AND GLOBAL REACH:

- REPRESENTATIVES FROM OVER 70 COUNTRIES WORLDWIDE
- AUDIENCE FROM G20, BRICS+, EUROPE, THE MIDDLE EAST, CENTRAL ASIA, AND THE SOUTH CAUCASUS
- REGULAR READERS INCLUDE PARTICIPANTS OF INTERNATIONAL FORUMS, BUSINESS MISSIONS, ESG COALITIONS, AND TRANSNATIONAL INSTITUTIONS

SOCIO-PROFESSIONAL STATUS:



WORLD ECONOMIC JOURNAL IN NUMBERS

Global reach, trusted distribution,
and measurable impact.



5 continents
presence

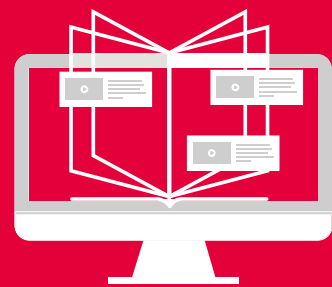
World Economic Journal is distributed and read across all five continents — in countries throughout Europe, Asia, North and South America, Africa, and the Middle East.

Our presence is ensured through leading international digital platforms, mobile applications, and a global library network, including top public and university libraries worldwide.

The journal is available wherever the global agenda is shaped and strategic decisions are made.

16 years on the market

Founded in 2009, London, United Kingdom



18
digital
editions

3 separate editions on each platform
× 5 platforms + 3 websites in different
languages = 18 journal versions

World Economic Journal is available as
mobile apps and online magazines on
leading digital platforms:

- App Store
- Google Play
- ZINIO
- Magzter
- Issuu



92 000
libraries
in 115 Countries

World Economic Journal is available
in the world's leading public and
university libraries, including in the
USA, Canada, Europe, and Asia.
All WEJ publications are indexed by
global library systems and preserved
in international digital archives —
from Harvard to Singapore.

- Long-term Access
- Citability
- Reputation Impact



130 000+
downloads
per Issue

Digital editions of World Economic Journal are
distributed via mobile applications, global
platforms (ZINIO, Magzter, Issuu), and public
libraries across 115 countries.

On average, each issue reaches over 130,000
downloads — including direct downloads
on platforms and access through public
and university libraries, where coverage is
confirmed via official distribution systems.
This reach is comparable to the circulation of
leading international business publications.

- Mobile Apps
- Digital Kiosks
- Libraries

MOBILE MEDIA

Global Digital Accessibility

Stay informed about key developments, expert analysis, and rankings anytime — download World Economic Journal on the world's leading digital platforms

- APP STORE
- GOOGLE PLAY
- ZINIO
- MAGZTER
- ISSUU



The journal is available in thousands of public and university digital libraries around the world, including:

-  **LONDON PUBLIC LIBRARY**
<https://lpl.overdrive.com/media/11501154>
-  **WASHINGTON ANYTIME LIBRARY**
<https://anytime.overdrive.com/library/magazines/media/11659080>
-  **VANCOUVER PUBLIC LIBRARY**
<https://vpl.overdrive.com/media/11659080>
-  **VERBUND DER ÖFFENTLICHEN BIBLIOTHEKEN BERLINS (VÖBB)**
<https://voebb.overdrive.com/media/11659080>
-  **EBOOKS SWITZERLAND**
<https://swiss.overdrive.com/library/magazines/media/11659080>
-  **ST. TAMMANY PARISH LIBRARY**
<https://sttammany.overdrive.com/media/11659080>
-  **WESTERN CAROLINA UNIVERSITY**
<https://wcu.overdrive.com/media/11659080>



The entire list of electronic public libraries ▶



World Economic Journal offers global reach, a convenient digital format, and constant access for a wide audience — including executives, analysts, researchers, and investors.

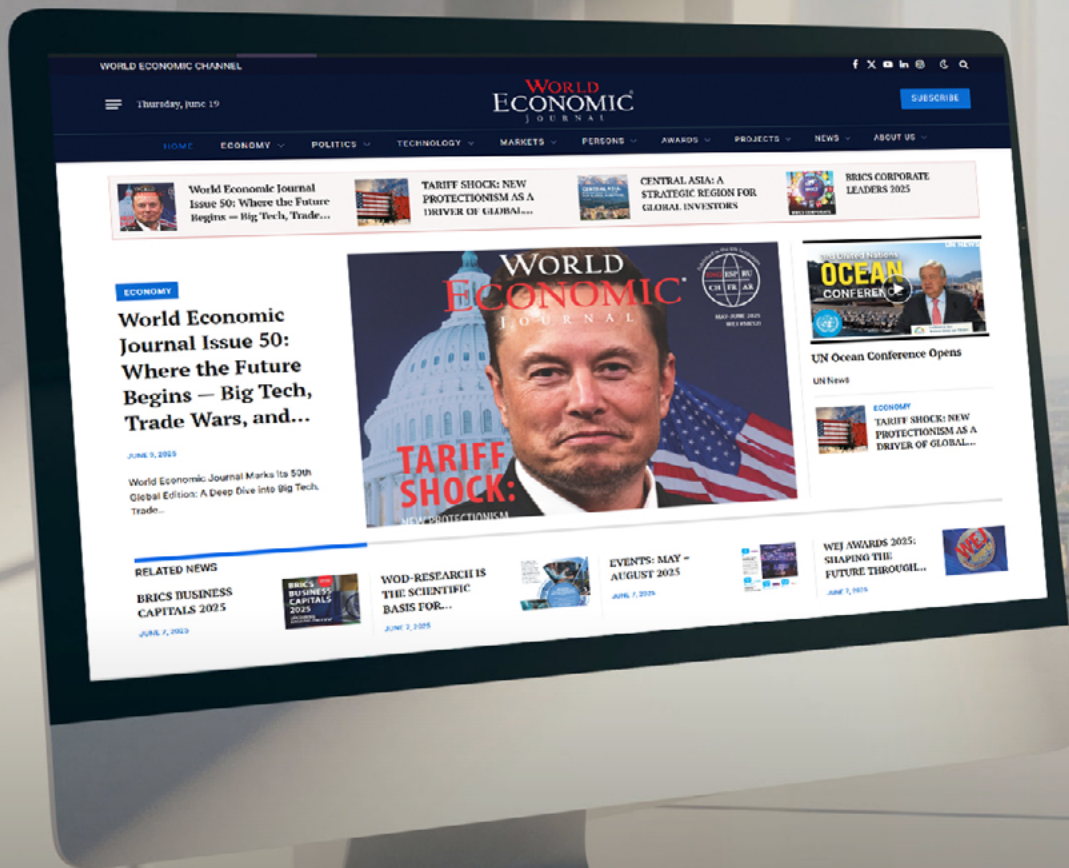
WEB AND SOCIAL MEDIA

A media platform for publishing analytical research, rankings, interviews, special projects, and international awards.



**ONLINE PRESENCE
IN THREE LANGUAGES**

The World Economic Journal is available online in English, Spanish, and Russian.



<https://world-economic.com>



<https://worldeconomic.org>

SOCIAL MEDIA

Regular updates, promotion of awards, partners, and analytics across leading social media platforms:



RATINGS, INDICES AND ANALYTICAL RESEARCH WEJ-RESEARCH

ECONOMIC EVENTS, FORUMS, AWARDS

Position your business through data, recognition,
and global influence

World Economic Journal and its analytical unit WEJ-Research develop proprietary rankings,
indexes, and sectoral studies across:

- Companies and corporate groups
- Cities and regions
- Countries and integration blocs
- Industries and technological sectors

Each research project is a powerful opportunity to:

- Showcase best practices and success stories
- Strengthen your international reputation
- Gain publication and visual coverage in the journal
- Join the spotlight at WEJ Awards, global forums, and partner events

Want to be featured in a study or ranking?

Contact our editorial team — we'll craft a custom integration format for you.

adv@world-economic.com





WEJ AWARDS[®]

Shaping the Future Through Recognition

WEJ Awards[®] — is an international awards series for transformation leaders, established by World Economic Journal.

The WEJ Awards[®] is a prestigious international recognition platform, honoring achievements that shape the future of the economy, technology, healthcare, sustainable development, and leadership. The awards are presented to companies, government and municipal bodies, business leaders, and influential experts whose actions and initiatives create tangible global impact.

■ The mission of the WEJ Awards[®]

is to identify and support those implementing breakthrough ideas, transforming industries, and contributing to the achievement of the UN Sustainable Development Goals (SDGs).

■ Key WEJ Awards[®] Categories:

- WEJ Investment Award
- WEJ Innovation Award
- WEJ Technology Award
- WEJ Women Award
- WEJ Health Award

■ Being nominated for a WEJ

Award[®] is your opportunity to gain international recognition and unlock new communication and reputation-building channels.

Our winners and nominees receive increased visibility from investors, media, and the global business community.

Apply for free participation:

awards@world-economic.com

More information:

world-economic.com/awards

WINNERS OF WEJ AWARDS 2024

These leaders are already part of the global WEJ community.



DARON ACEMOĞLU

NOMINATION: PERSON OF THE YEAR

2024 Nobel laureate in economics and Institute Professor of Economics at MIT

For studies of how institutions are formed and affect prosperity



HIS HIGHNESS SHEIKH KHALED BIN MOHAMED BIN ZAYED AL NAHYAN

NOMINATION: EMPLOYMENT

Crown Prince of Abu Dhabi and Chairman of the Abu Dhabi Executive Council

For launching the Mawaheb Talent Hub, an AI-powered employment platform for underrepresented talents.



CLARA BRUGADA

NOMINATION: SOCIETY

Mayor of Mexico City

For the UTOPIAS project — community centers aimed at reducing inequality and revitalizing public life.



SILVIA GRECCO

NOMINATION: PUBLIC SERVICES

Secretary for Persons with Disabilities, São Paulo

For establishing 24/7 sign language interpretation centers enabling access to public services.



TARIQ HILAL AL BARWANI

NOMINATION: LABOR MARKETS

Founder of Knowledge Oman

For creating the KO Academy to connect academic knowledge with real-world skills for youth.

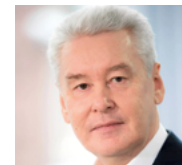


JOYCE LIU

NOMINATION: TECHNOLOGY

Director of TECH4ALL Digital Inclusion Program Office, Huawei

For implementing TECH4ALL — promoting inclusive education and reducing the digital divide.



SERGEI SOBYANIN

NOMINATION: CITY

Mayor of Moscow

For inclusive urban development and accessible infrastructure for all residents.



SHIFERAW TEKLEMARIAM

NOMINATION: SECURITY

Commissioner, Ethiopia Disaster Risk Management Commission

For launching an inclusive early warning system for vulnerable communities.



CHRISTEL HEYDEMANN

NOMINATION: AI

CEO of Orange Group

For adapting AI-based language tools to support African languages and digital inclusion.



PETRA OLSCHOWSKI

NOMINATION: DEVELOPMENT STRATEGY

Minister of Science, Research and the Arts, Baden-Württemberg

For the Citizens' Jury on AI — promoting ethical governance and public participation in AI policymaking.



STEVE ADLER

NOMINATION: HOUSING

Former Mayor of Austin, Texas

For pioneering a housing investment model to support essential low-income workers.



YVONNE AKI-SAWYERR

NOMINATION: ENVIRONMENT

Mayor of Freetown

For the Transform Freetown plan — focusing on climate resilience, reforestation, and job creation.



CLAUDIA LÓPEZ HERNÁNDEZ

NOMINATION: GENDER INCLUSION

Former Mayor of Bogotá

For launching Care Blocks — neighborhood-based support centers for unpaid caregivers.

Want to become a winner, finalist, or nominee this year?

Apply today — participation is free.

awards@world-economic.com

world-economic.com/awards

«All photos and biographies are available in the WEJ archive and on the official page
<https://world-economic.com/wejawards-2024.html>»

WEJ INVESTMENT AWARD

Recognizing Strategic Investments for Sustainable Growth

The WEJ Investment Award celebrates individuals, institutions, and projects that drive long-term development through impactful investment strategies. This award highlights the role of investment as a core mechanism for economic transformation, infrastructure advancement, regional modernization, and cross-border cooperation. The award is particularly relevant to emerging markets, where investment serves as a catalyst for industrial renewal, export potential, and institutional evolution.

Become a WEJ Awards[®] nominee
Participation is free. Apply today.
awards@world-economic.com
world-economic.com/awards

AWARD CATEGORIES

1. Industrial or production-oriented investment initiative
2. Infrastructure or logistics project with long-term impact
3. Regional or national investment promotion program
4. Cross-border investment partnership with sustainable outcomes
5. Digital platform or service in the field of investment
6. Individual contribution to investment climate development



WEJ INNOVATION AWARD

Honoring Breakthrough Ideas That Drive Systemic Change

The WEJ Innovation Award recognizes outstanding achievements in innovation that have delivered measurable results and lasting societal value. The award highlights initiatives that go beyond technological novelty — rewarding systemic approaches that transform public administration, education, sustainability, and community engagement.

This award is intended for those who bring innovation to life through meaningful impact.

AWARD CATEGORIES

1. Innovation in public or regional governance
2. Digital solution with verified social or environmental results
3. Institutional reform through innovative management models
4. Educational program or EdTech initiative with measurable outcomes
5. Sustainable development framework applied in practice
6. Technology or service that promotes inclusion and accessibility

Become a WEJ Awards[®] nominee
Participation is free. Apply today.
awards@world-economic.com
world-economic.com/awards



WEJ TECHNOLOGY AWARD

Celebrating Technologies That Shape Resilient and Inclusive Future

The WEJ Technology Award recognizes technology-driven solutions that accelerate progress across critical sectors: economy, infrastructure, governance, ecology, and social sustainability. This award highlights the strategic role of digitalization, automation, artificial intelligence, and open technologies in enabling transparent, inclusive, and efficient systems — both in the public and private sectors.

■ AWARD CATEGORIES

1. Technology for sustainable development or ESG analytics
2. Automation or digitalization system in industry or logistics
3. Open-source and digital sovereignty initiative
4. Urban technology or Smart City platform
5. Risk management and sustainability monitoring tool
6. AI or big data application for public governance

Become a WEJ Awards[®] nominee
Participation is free. Apply today.
awards@world-economic.com
world-economic.com/awards



WEJ WOMEN AWARD

Recognizing Women Leaders Driving Change Across Sectors and Societies

The WEJ Women Award honors women whose leadership has made a lasting impact in economics, science, governance, public policy, and international cooperation. The award emphasizes values-based leadership, strategic thinking, inclusion, and tangible results that inspire future generations and promote gender equality. This award celebrates women who not only lead — but transform the spaces they lead in.

AWARD CATEGORIES

1. Leadership initiative in government, business, or public administration
2. Project advancing gender equality and women's empowerment
3. Social or educational program designed for women and girls
4. Contribution to inclusive technology, services, or industrial models
5. International cooperation involving women in executive roles
6. Personal impact on achieving the SDGs through women's leadership

Become a WEJ Awards[®] nominee
Participation is free. Apply today.
awards@world-economic.com
world-economic.com/awards



WEJ HEALTH AWARD

Honoring Excellence in Healthcare Transformation
and HealthTech Innovation

The WEJ Health Award recognizes impactful solutions that strengthen healthcare systems, improve access to medical services, and enhance public well-being.

The award highlights cross-sectoral innovations at the intersection of medicine, digital technologies, governance, and sustainability — from telemedicine and healthtech platforms to ESG integration in healthcare institutions.

This award reflects the growing importance of health as a pillar of resilient development.

AWARD CATEGORIES

1. Digital health or telemedicine initiative
2. Public health monitoring or management system
3. Regional program for prevention and health education
4. Integration of ESG principles in healthcare strategy
5. Biomedical or healthtech development with proven impact
6. Leadership or decision that improved access to care

Become a WEJ Awards[®] nominee
Participation is free. Apply today.
awards@world-economic.com
world-economic.com/awards





CEREMONY FORMAT AND GLOBAL LOCATIONS

The WEJ Awards 2025 ceremonies are held in a hybrid format — offering both in-person and online participation.

Winners and finalists participating remotely will receive official trophies and diplomas by international delivery.

In-person recognition events and award presentations are held in the following global locations:

Geneva • Madrid • Barcelona • Valencia • Hong Kong

■ WHO CAN BE NOMINATED?

- Representatives of government bodies, cities, and regional authorities
- Companies, innovation teams, and entrepreneurs
- Academic, nonprofit, and civil society organizations
- Individual leaders advancing meaningful projects

■ RECOGNITION. VISIBILITY. IMPACT.

WEJ Awards 2025 is more than a series of awards — it's a global platform that amplifies the voices of change-makers, showcases bold solutions, and strengthens a new generation of leadership committed to sustainability, innovation, and responsibility.

In an era shaped by complexity, WEJ Awards bring together those who drive clarity and progress.

If you're building something that truly transforms your field, community, or region — we invite you to nominate. We are looking for those who not only act — but inspire, influence, and lead transformation.

■ PARTICIPATION IN THE AWARD IS FREE.

The winners receive international publication, reputational promotion, and partnership opportunities.

Nominees and awardees gain access to additional opportunities:

interviews, special publications, analytical features, and promotion across international platforms.

Become a part of the global wej awards community. Let the world know about you!

Apply now: awards@world-economic.com

More information: world-economic.com/awards

SUCCESS STORIES:

• PERSON

Build your public image through leadership and personal branding

The “Persona” format is a feature interview or analytical profile of an influential leader — entrepreneur, investor, policy-maker, academic, or innovator.

This format helps to:

- Highlight your leadership and personal achievements
- Present your vision, mission, and strategic outlook
- Strengthen your international reputation among key stakeholders

The feature includes full-page publication, professional visuals, quotations, and story-driven narrative.

Available upon editorial or partnership agreement.



SUCCESS STORIES:
• PERSON

The “Persona” Format in Action
Profiles like this form part of our editorial and partner-based coverage of global thought leaders.



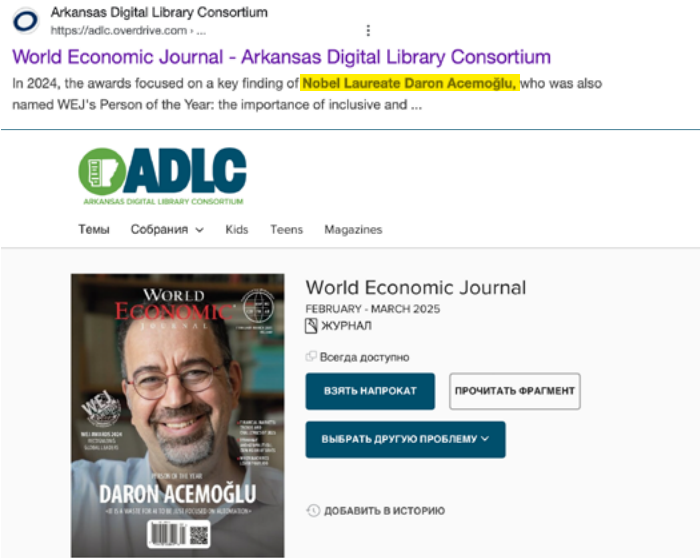
WINNER
OF THE AWARD
WEJ AWARDS
2024

DARON
ACEMOĞLU

NOMINATION:
PERSON OF THE YEAR

2024 Nobel laureate in economics and Institute Professor of Economics at MIT

For studies of how institutions are formed and affect prosperity



SUCCESS STORIES:

• BRAND

Show how your brand is shaping the future

The “Brand” format offers a dedicated feature about companies transforming their industries and inspiring change.

Focus areas include:

- ESG strategy and sustainable leadership
- Innovative products and technological advancement
- Corporate values and brand identity
- Community engagement and social responsibility

A powerful way to position your brand globally and gain trust among investors, partners, and clients.

Available through partnership or custom editorial projects.



SUCCESS STORIES

• COMPANY

Spotlighting businesses transforming the market

The “Company” format provides an in-depth profile of dynamic enterprises focused on growth, innovation, and sustainable impact.

We highlight:

- Strategic breakthroughs and scalable models
- Growth through challenges and transformation
- Tech-driven change and global competitiveness
- Investment strategy and ESG positioning

Each feature includes expert commentary, custom visuals, and reputation-enhancing narratives.
Published under editorial initiative or partner collaboration.



SUCCESS STORIES
• COMPANY



2nd place
in the ranking
BRICS 250 Ranking
2024

Tencent

Tencent Holdings Ltd.

A Chinese multinational conglomerate and one of the world's largest technology companies. The company actively invests in high-tech industries, including autonomous driving, quantum computing, and healthcare technologies, and has strategic stakes in global technology giants such as Tesla, Spotify, and Snap Inc.

BRICS Corporate Leaders

The companies that make a substantial impact on their nations' well-being, enhance the BRICS business ecosystem and actively work towards building more equitable societies are the true heroes of BRICS nations. Let's examine their experience in enabling market progress with care for people and nature.

1 NASPERS

Naspers is a multinational consumer internet group and one of South Africa's largest companies. Founded in 1975, the company has a rich history of innovation in digital media, e-commerce, and technology. It is a global leader in the digital media and technology sectors, with a strong focus on creating value for its customers and stakeholders. The company's success is built on its commitment to innovation, customer-centricity, and responsible business practices. It has a proven track record of identifying and nurturing global growth opportunities, and its leadership in the digital media and technology sectors has made it a key player in the global market.

2 TENCENT HOLDINGS LTD.

Tencent Holdings Ltd. is a Chinese multinational conglomerate and one of the world's largest technology companies. Founded in 1998 and headquartered in Shenzhen, Tencent operates across various sectors, including social networking, gaming, e-commerce, and financial services. The company is known for its innovative approach to business and its commitment to creating value for its customers and stakeholders. It has a proven track record of identifying and nurturing global growth opportunities, and its leadership in the technology sectors has made it a key player in the global market.

3 BANCO ITAÚ UNIBANCO

Banco Itaú Unibanco is one of the largest financial institutions in Latin America and a key player in the global banking industry. Headquartered in São Paulo, Brazil, the bank was formed in 2008 through the merger of Banco Itaú and Unibanco. It offers a wide range of services, including retail, corporate, and investment banking, as well as insurance, asset management, and wealth management. The bank is known for its strong capital base, its commitment to innovation, and its focus on providing high-quality financial services to its customers. It has a proven track record of identifying and nurturing global growth opportunities, and its leadership in the banking industry has made it a key player in the global market.

4 INFOSYS LTD.

Infosys Ltd. is a prominent global IT services and consulting firm based in Bengaluru, India. Established in 1981, the company offers a broad range of services, including software development, business consulting, technology solutions, and outsourcing. It is known for its commitment to innovation, its focus on providing high-quality IT services to its customers, and its strong track record of identifying and nurturing global growth opportunities. The company's leadership in the IT services and consulting sectors has made it a key player in the global market.

5 COMMERCIAL INTERNATIONAL BANK

Commercial International Bank (CIB), Egypt's largest private sector bank, has been a leader in corporate and retail banking since its founding in 1975. Offering a full spectrum of financial services—including personal banking, corporate banking, trade finance, and investment banking—CIB leverages technology to improve digital banking and enhance customer experience. Operating both domestically and internationally, and serving millions of clients, the bank continues to invest in financial and digital solutions to remain competitive. CIB adheres to the ESG principles, focusing on environmental sustainability by cutting carbon emissions and funding renewable energy projects. Socially, it supports education and social welfare programs and community development, particularly targeting youth and entrepreneurship. The bank upholds strong governance practices, emphasizing transparency, ethics, and compliance with both local and global standards.

6 BANK OF CHINA LTD.

Bank of China Limited (BOC), one of China's largest and oldest financial institutions, was founded in 1912 as a leading state-owned bank. BOC provides a broad range of financial services, including corporate and personal banking, investment, banking, insurance, and asset management. The bank has a significant global presence, operating in over 100 countries and regions, and serves a vast customer base both domestically and internationally. The company continues to drive innovation through investments in digital banking and fintech solutions to remain competitive in the fast-evolving financial landscape. The Bank of China's sustainable development strategy is rooted in its strong focus on sustainable finance. The bank is involved in financing green projects and reducing its environmental impact. Socially, BOC supports initiatives in the fields of financial inclusion, education, and poverty alleviation. In terms of governance, the bank adheres to strict standards of transparency, ethics, and strong corporate governance, ensuring compliance with both domestic and international regulations.

GLOBAL VISIBILITY & PREMIUM DISTRIBUTION

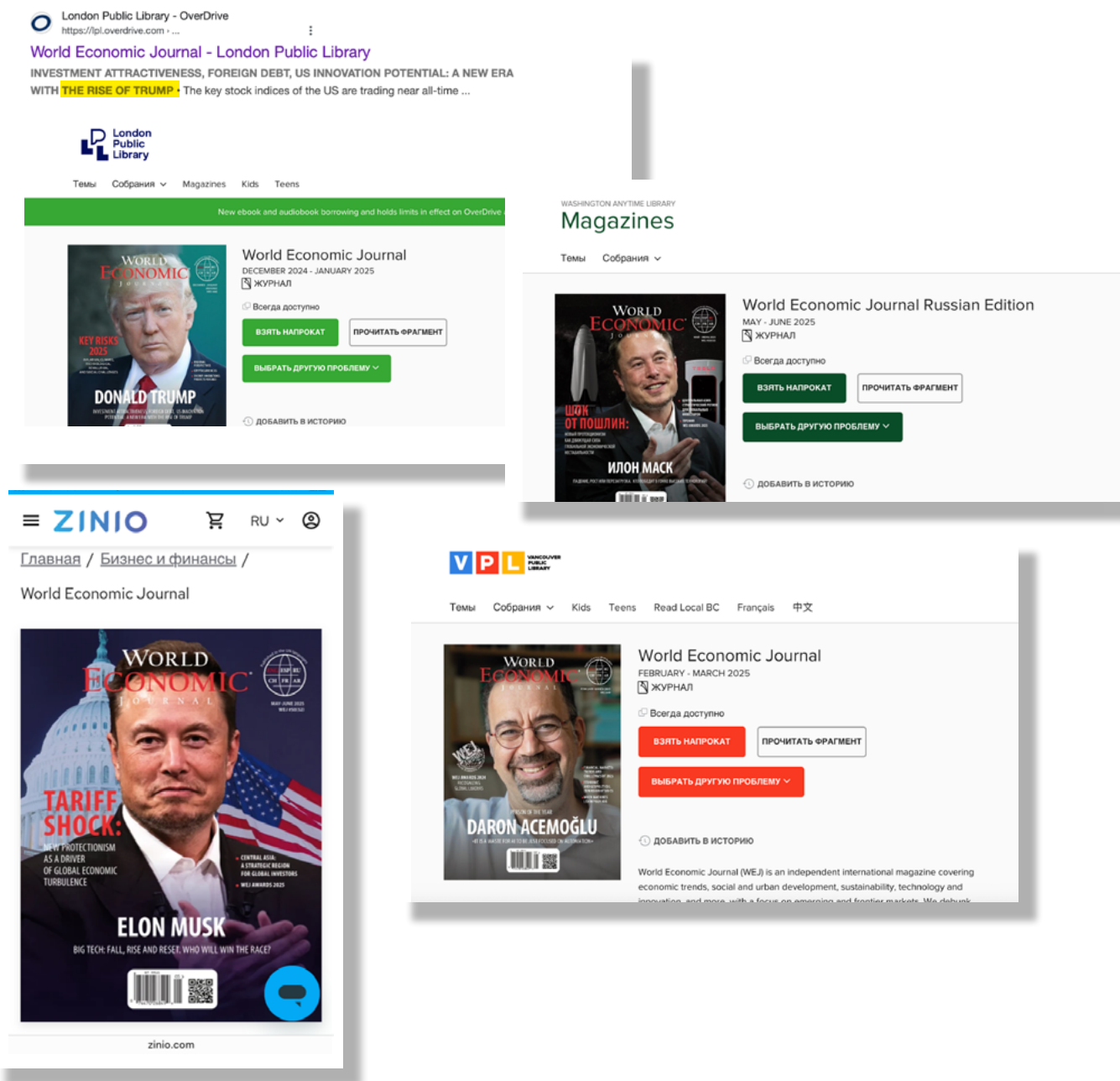
**Maximum reach. Reputational recognition.
Long-term impact.**

A publication in World Economic Journal is a powerful tool for building international image and reputation with lasting effect.

Each interview, analytical article, or company feature published in World Economic Journal is automatically:

- Indexed and distributed across **thousands of public and university digital libraries** worldwide — including the U.S., Canada, Europe, Asia, the Middle East, China, India, and more
- Made available through major international digital platforms — **ZINIO, Magzter, Issuu, OverDrive, BiblioBoard, among others**
- Indexed by **search engines and institutional content systems**, generating hundreds of authoritative and lasting backlinks
- Transformed into a **powerful and verifiable reputation case**, especially valuable for companies and brands entering international markets

If your goal is global recognition, investor trust, or strategic positioning in the international arena — WEJ provides a unique channel to reach that audience.



Your content will be seen, saved, cited, and found around the world — from Harvard to Singapore, from Berlin to Toronto.

INTERNATIONAL PARTNER

• WORLD ORGANIZATION FOR DEVELOPMENT (WOD)

International Partner in Sustainable Development

The World Organization for Development (WOD) is an international non-governmental organization established on December 23, 2009, based on the principles of the United Nations Charter. Since 2014, WOD has held special consultative status with the United Nations Economic and Social Council (ECOSOC), and since 2016, it has been a participant in the UN Global Compact.

MISSION

To promote sustainable development, institutional cooperation, and the advancement of innovative solutions aligned with the 2030 Agenda and the UN Sustainable Development Goals (SDGs).

INTERNATIONAL RECOGNITION

WOD's initiatives have been recognized by the United Nations as SDG Good Practices on two occasions — in 2015 and 2021.

KEY AREAS OF ACTIVITY:

- Development of global rankings and indices (via WOD-Research)
- Initiation of territorial development programs
- Support for projects in sustainable cities, digital transformation, education, and healthcare
- Organization of international forums and awards

World Economic Journal collaborates with WOD as its key media platform, providing coverage of its initiatives and publishing the results of analytical and ranking-based research.



<https://unwod.org/>



**An international award for leadership
and innovation in achieving
the Sustainable Development Goals (SDGs)**

WORD INNOVATION AWARD[®]

World Innovation Award

An international award recognizing innovative projects, solutions, and initiatives that contribute to sustainable development, technological progress, and social transformation.

The World Innovation Award honors leaders who have made outstanding contributions to achieving the Sustainable Development Goals (SDGs) through the systemic implementation of innovative solutions — in governance, economics, urban development, social policy, and ESG practices. The award has no geographic limitations — it is open to nominees from any country, city, or region where real, positive transformation is taking place.

Key Objectives of the Award:

- Identifying and promoting projects that advance the achievement of the SDGs
- Supporting breakthrough technological and managerial solutions
- Expanding an international platform for dialogue, cooperation, and scaling best practices

Nomination Categories:

- Innovation for Sustainable Development
- Life & Health Technologies
- Smart Cities and Digital Transformation
- ESG and Sustainable Governance
- Women's and Youth Leadership in Innovation

Participation is free of charge.

Laureates receive recognition, international publication in World Economic Journal, as well as promotion through partner platforms and participation in international forums.

Submit your project: award@unwod.org

More information: www.unwod.org

ORGANIZER OF THE AWARD

The World Innovation Award[®] is established by the World Organization for Development (WOD), an international non-governmental organization with Special Consultative Status with the UN Economic and Social Council (ECOSOC) since 2014 and a participant of the UN Global Compact since 2016.

WOD's global initiatives aimed at achieving the Sustainable Development Goals (SDGs) were twice recognized by the United Nations (in 2015 and 2021) as part of the world's best practices.



ANALYTICAL RESOURCES AND CAPABILITIES OF WEJ

• WOD-RESEARCH — EXPERT PLATFORM FOR RANKINGS AND INDICES

WOD-Research is the analytical and rating division operating under the World Organization for Development (WOD) — an international organization with special consultative status with the UN ECOSOC and a participant in the UN Global Compact.

World Economic Journal serves as the official media platform for the publication and promotion of WOD-Research's studies, rankings, and indices.

EXPERTISE AND TECHNOLOGY

WOD-Research applies proprietary analytical methodologies, an AI-driven platform, and expert validation to develop internationally recognized tools for evaluating sustainable development.

KEY AREAS OF FOCUS:

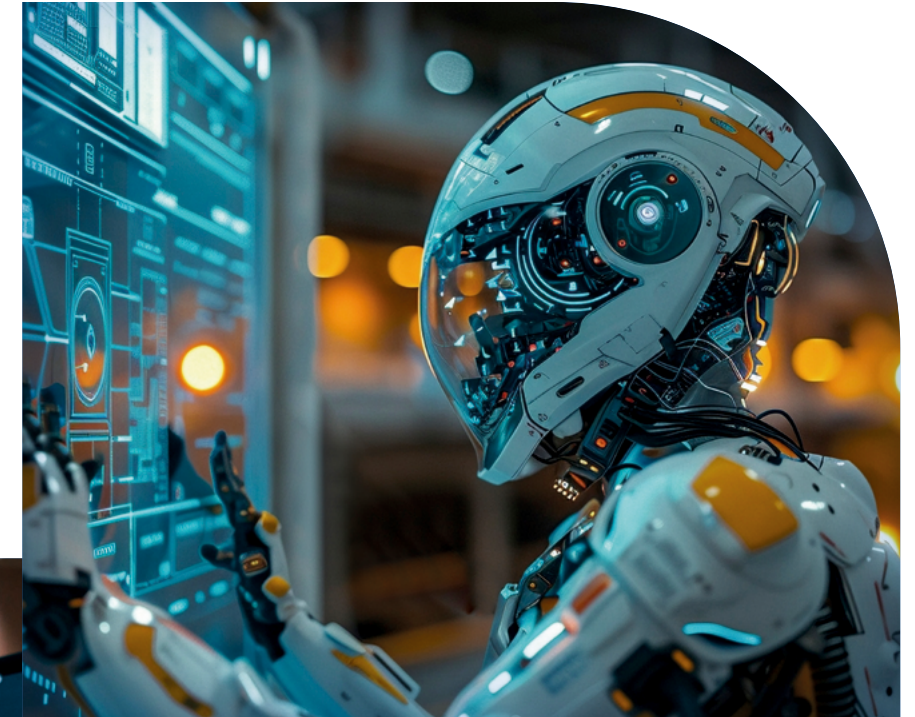
- Sustainable development indices for countries, regions, and cities
- Corporate ESG rankings
- Comparative research across BRICS+ countries
- Tailored studies commissioned by companies, territories, and industry sectors

GLOBAL RECOGNITION AND UN INTEGRATION

WOD-Research is the scientific foundation of the Global Initiative #SDGAction33410, recognized by the United Nations in 2021 as an SDG Good Practice in support of the Sustainable Development Goals (SDGs).

CORE TOOLS:

- AITE (Artificial Intelligence for Territorial Entities)
- International Statistical Committee
- UN Program for Sustainable Territorial Development



World Economic Journal offers a premier platform for the dissemination of WOD-Research analytics and provides partners with a unique opportunity to commission custom rankings and index-based solutions.

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



World Economic Journal serves as the official platform for showcasing initiatives, interviews, case studies, and analytics within the GITE framework.

INTERNATIONAL PARTNER

• SUSTAINANET AITE

SustainaNet AITE is a next-generation AI-powered ESG analytics platform designed to automate monitoring, analysis, and sustainability forecasting for businesses and public administration. After several years of development and testing, the project has officially become part of the International Research Consortium Global Initiative for Sustainable Development of Territorial Entities (GITE IRC) and has been established as its key technological initiative.

GITE has been recognized by the United Nations as an SDG Good Practices, underscoring its significance in advancing cutting-edge solutions for sustainable development. This decision reflects the consortium's strategic focus on advancing AI-driven ESG analytics and the automation of sustainable development processes. GITE IRC now oversees the project's management, scaling, and integration into global ESG initiatives, ensuring alignment with international sustainability standards and active collaboration with the United Nations and other global organizations.



SustainaNet AITE is at the forefront of this transformation, providing a scalable, AI-powered ESG intelligence platform that aligns with the rapidly changing regulatory and investment landscape



WEJ MARKETING STRATEGY

World Economic Journal implements a multi-level marketing strategy aimed at increasing global brand awareness, engaging key target audiences, and promoting partners within the international agenda.

1. Partnerships with Major Global Forums and Summits

Active participation and media coverage of leading international platforms such as the World Economic Forum, World Government Summit, and BRICS+ summits and forums enhances WEJ's visibility in the global business and policymaking landscape.

2. Targeted Distribution to VIP Audiences

Each print issue is distributed to an exclusive verified list of 10,000 high-profile recipients, including corporate executives, ministers, mayors, investors, and representatives of international organizations across BRICS+, the EU, the Middle East, and Asia.

3. Global Media Exposure Through Rankings and Research

Regular publication of rankings, indices, and analytical reports attracts significant media attention and provides our partners with strategic visibility to showcase achievements, initiatives, and leadership on the world stage.

4. Robust Digital and Social Media Presence

WEJ is available across major global digital platforms, mobile applications, social networks, and public e-libraries—ensuring broad reach and ongoing engagement with a diverse international readership.





EDITORIAL CALENDAR 2025

2025

WEJN ^o 48	January
WEJN ^o 49	February
WEJN ^o 50	March
WEJN ^o 51	April
WEJN ^o 52	May
WEJN ^o 53	June
WEJN ^o 54	July
WEJN ^o 55	August
WEJN ^o 56	September
WEJN ^o 57	October
WEJN ^o 58	November
WEJN ^o 59	December

Formats: Print, digital, and online (in UN languages)

Plan your placements and special projects in advance.

Each issue is supported by extended digital outreach, the presentation of rankings and analytical research, and coverage across international forums and media platforms.



FORMATS & SPECIAL PROJECTS WITH WORLD ECONOMIC JOURNAL

World Economic Journal offers a wide range of media and reputation-building formats — from standard advertisements to premium integrated projects, rankings, and thematic spreads. Each project is developed individually and tailored to meet the specific business goals of our partners: visibility, positioning, market expansion, or increased credibility.

1. SPECIAL PROJECT “PERSONA”

Format:

- Cover feature with a portrait (optional portrait on the cover)
- 2–4 page in-depth profile
- Interview or analytical article
- Professional photoshoot, infographics, key quotes

Objective: To strengthen personal branding, reach an international audience, and position the individual as a thought leader.

Target Audience: CEOs, business owners, investors, public and civic leaders.

2. SPECIAL PROJECT “COMPANY”

Format:

- 2–8 pages (subject to agreement)
- Success story, key metrics, global initiatives
- Additional digital profile on WEJ platforms

Objective: Reputation marketing and trust-building through high-level international exposure.

Target Audience: Corporations, holding companies, consulting and investment firms, startups.

3. SPECIAL PROJECT “BRAND / PRODUCT”

Format:

- Visually rich 1–4 page feature
- Focus on innovation, ESG, export strategy, client experience
- Optional digital extension

Objective: To promote a product or brand through a trusted international platform.

4. WEJ RANKINGS & INDEXES

Formats Include:

- BRICS 250 – Top and sustainably developing companies in BRICS countries
- WEJ Business Capitals – Leading business cities worldwide
- Sectoral or regional comparative indexes
- Custom ratings based on defined criteria

Opportunities:

- Inclusion by selection or on premium basis
- Personal or company profile with results
- Featured across library and digital editions

5. ANALYTICS & SPECIAL REPORTS

Format:

- Proprietary research
- Expert panels and commentary
- Comparative studies by country, market, or sector

Objective: To showcase your company as an industry expert. Co-branded research available with WEJ-Research, SustainaNet AITE, or WOD-Research.

6. DISPLAY ADVERTISING (STANDARD FORMATS)

Available Sizes:

- 1/1 – Full page
- 1/2 – Half page (vertical / horizontal)
- 1/3, 1/4 – Smaller formats
- Back cover and inside covers (premium visibility)

Placement Options:

- Inside thematic editorial sections
- Special issues or regular editions

7. WEJ AWARDS PROMOTION PROJECTS

Opportunities Include:

- Featuring in award winner dossiers
- Company or leader positioning within a premium award context
- Distribution across global library networks
- Use of the award logo in corporate and public communications

8. CROSSMEDIA PLACEMENT (DIGITAL + PRINT)

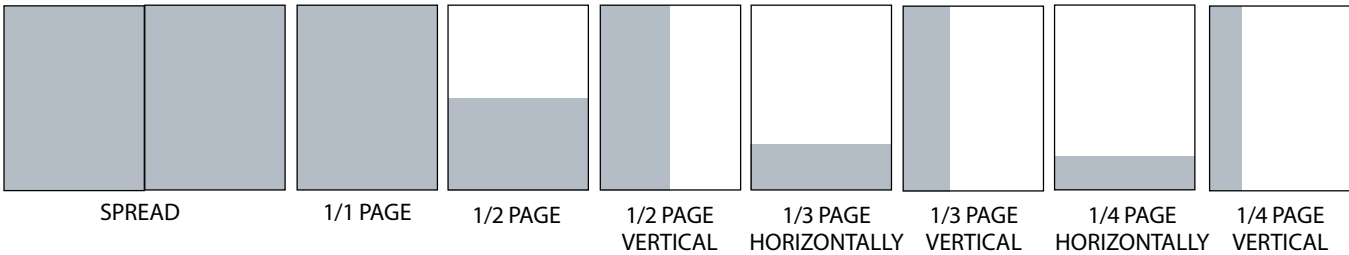
- Print edition + mobile apps (App Store, Google Play)
- Digital platforms: ZINIO, Magzter, Issuu
- Integration with WEJ websites (English & Russian versions)
- Promotion through social and professional networks (X, Facebook, Telegram)

Additional Options:

- Custom media packages for events, market expansion, or ESG promotion
- Flexible discount systems for multi-issue or cross-format campaigns
- English and Russian content formats with cross-release opportunities

PRINT PRODUCTION SPECIFICATIONS

	AD SIZE	BLEED+4 MM
1/1 PAGE	210x275 mm	218x283 mm
1/2 PAGE HORIZONTALLY	210x137 mm	218x145 mm
1/2 PAGE VERTICAL	105x275 mm	113x283 mm
1/3 PAGE HORIZONTALLY	210x90mm	218x98 mm
1/3 PAGE VERTICAL	70x275 mm	78x283 mm
1/4 PAGE VERTICAL	46x275 mm	51x283 mm
1/4 PAGE HORIZONTALLY	210x70 mm	214x70 mm



RATES & SPECIAL PROJECTS
(Rates are per issue placement)

STANDARD PLACEMENT (no guaranteed position inside the magazine)	
1/1 PAGE	5 500 €
1/2 PAGE (VERTICAL/HORIZONTALLY)	3 800 €
1/3 PAGE	2 400 €
1/4 PAGE	1 700 €
2/1 PAGE	8 500 €

PREMIUM PLACEMENT (priority positioning with enhanced visual exposure) Limited slots per issue. Reservations upon request.	
Front Cover (1st Cover)	9 000 €
Cover Gatefold (incl. outer fold)	12 000 €
First Spread (after contents)	11 000 €
Second Spread	9 500 €
Third Spread and beyond	8 800 €
Inside Front Cover (3rd Cover)	7 000 €
Back Cover (4th Cover)	9 000 €

SPECIAL PROJECTS (including interviews, editorial development, layout, and cross-platform promotion)		
Project Format	Length	Starting from (€)
Persona (Leader / Interview))	2–4 pages	from 7 500 €
Persona with Front Cover	2–4 pages	from 11 500 €
Company Feature	2–8 pages	from 8 000 €
Brand / Product	1–4 pages	from 6 500 €
Custom Ranking / Index	2–4 pages	from 9 000 €
Analytical Special Report	upon request	from 7 000 €

Rates may vary depending on volume, language, editorial depth, and production complexity.

DISCOUNTS

- –15% for multi-page placements (within one or multiple issues)
- –30% for advertising & media agencies
- Custom packages and discounts available for 3+ formats or issues
- Additional discounts for joint placement in English & Russian editions
- Total discount may reach up to –40% upon agreement

All placements include digital distribution (**App Store, Google Play, ZINIO, Magzter, Issuu**), with global library access.

For commercial inquiries: ads@world-economic.com

WHY PARTNER WITH WORLD ECONOMIC JOURNAL

World Economic Journal is more than just a publication — it's a trusted international media platform that helps companies, institutions, and leaders position themselves on the global stage.

• REPUTATION AND REACH

Our journal is distributed through leading international platforms, mobile apps, and a library network spanning 92,000+ institutions in 115 countries. This ensures long-term visibility and global recognition.

• ACCESS TO DECISION-MAKERS

Our audience includes top executives, government officials, investors, international experts, and innovators — those who make strategic decisions in business, policy, and development.

• EDITORIAL QUALITY AND TRUST

We deliver analytical content, expert commentary, exclusive interviews, and in-depth research. Our publication is recognized by media professionals and cited by international institutions.

• CROSS-PLATFORM PROMOTION

Your project is visible in both print and digital formats — on platforms such as ZINIO, Magzter, Issuu, mobile apps, websites, and social networks. This multiplies your exposure across regions and languages.

• TAILORED AND FLEXIBLE FORMATS

We create custom formats to support your goals: reputation building, brand visibility, market entry, ESG positioning, or investor relations. Our team helps you find the right tone, audience, and timing.





CONTACT INFORMATION

WORLD ECONOMIC JOURNAL'S INTERNATIONAL PUBLISHING PRESENCE

HEAD OFFICE – INTERNATIONAL PUBLISHER

World Economic Journal WEJ Limited (Hong Kong)
111 Bonham Strand, MW Tower, 7/F
Sheung Wan, Hong Kong SAR

EUROPEAN PUBLISHER

World Economic Group (Spain)
Av. d'Icària, 145
08005, Barcelona, Spain

PUBLISHER FOR CENTRAL ASIA AND THE SOUTH CAUCASUS (licensed by WEJ)

World Organization for Development (Kyrgyzstan)
61 Kulatova Street, Bishkek, Kyrgyz Republic

Email:

adv@world-economic.com

Web:

<https://world-economic.com>

<https://worldeconomic.org>



OPEN TO PARTNERSHIPS WE OFFER UNIQUE OPPORTUNITIES FOR ADVERTISING, AWARDS, AND RESEARCH PROJECTS.
GET IN TOUCH — WE WILL TAILOR A PROPOSAL TO MATCH YOUR GOALS.

■ HOW TO LAUNCH WORLD ECONOMIC JOURNAL IN YOUR COUNTRY

WORLD
ECONOMIC[®]
JOURNAL

A licensing model for partners ready to launch a national or regional edition under an international brand with 16 years of history, recognition in 115 countries, and a global reputation.

FRANCHISING AND LICENSING AGREEMENTS

World Economic Journal offers a unique opportunity for strategic partners — to launch national or regional editions under a global brand with 16 years of publishing experience, international reach, and established credibility.

Our model is more than just a franchise: it's a partnership platform that enables the development of your own edition, backed by global content, editorial support, and international positioning.

PARTNER OPPORTUNITIES:

- License to publish a national or regional edition of World Economic Journal (in Russian, English, or other languages)
- Rights to participate in global initiatives: rankings, awards, forums, and WEJ analytical projects
- Ready-to-use formats and templates (Persona, Brand, Company, indices and rankings)
- Publication of content on international platforms (App Store, Google Play, ZINIO, Magzter, Issuu)
- Access to the global library distribution network in 115 countries
- Editorial support and quality control by the central headquarters (HQ)

PARTNERSHIP TERMS

- **Initial Fee**
From €100,000 (one-time licensing payment)
- **Annual Fee**
From €30,000 to €50,000 (fixed or % of revenue)
- **Territory**
Country or region, under exclusive license (with KPI obligations)
- **Agreement Term**
3–5 years with renewal option
- **Quality Control**
All layouts, key content, and reputationally sensitive materials are subject to HQ approval

IDEAL PARTNER PROFILE:

- An established media group, communications agency, or business association
- A company with strong networks in business, diplomatic, or expert communities
- Commitment to uphold editorial quality, policy, ethics, and WEJ visual identity

WANT A DETAILED OFFER?

Contact us at: partnership@world-economic.com
or visit: www.world-economic.com/franchise