

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

■ **Total international circulation
57 thousand copies**



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

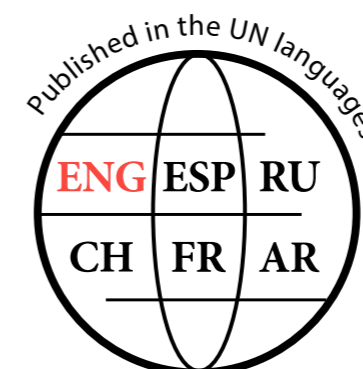
Sold by Hudson News Stores

SINCE 2011

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

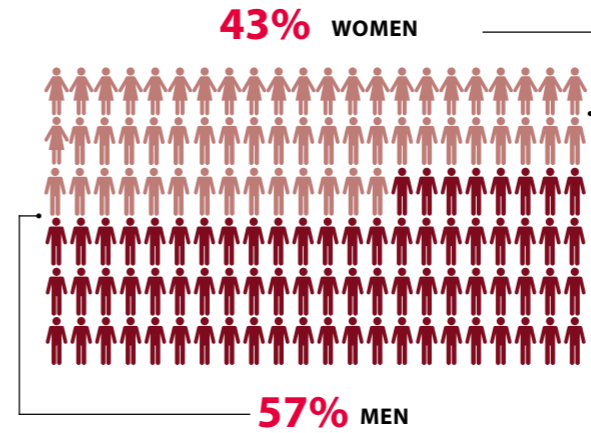
2025

Published in UN languages

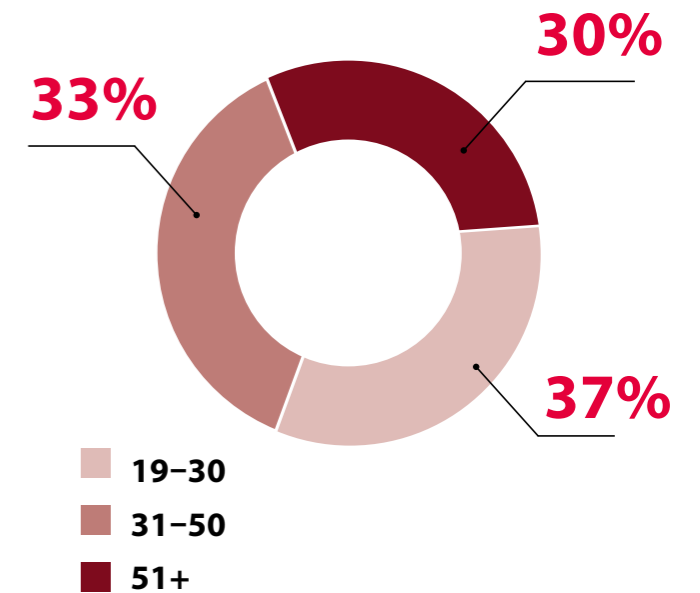


TARGET AUDIENCE

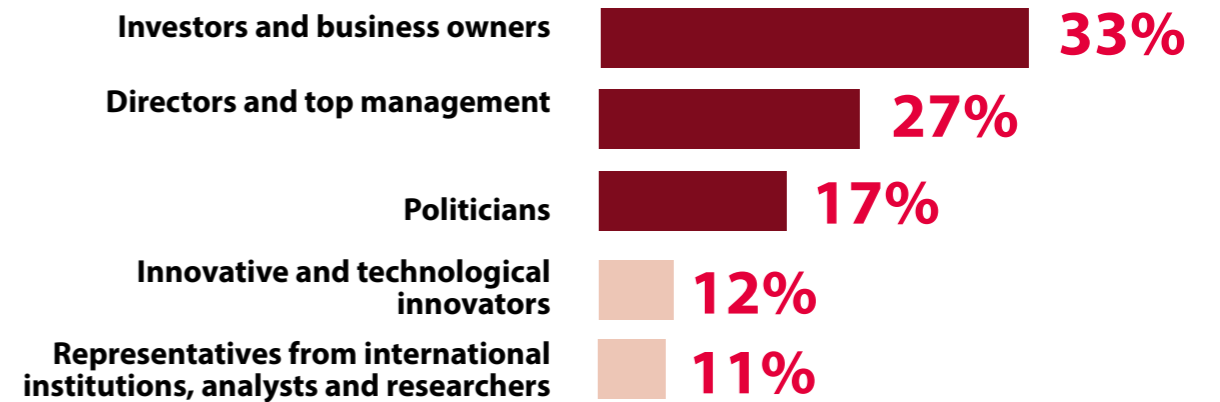
GENDER



AGE



SOCIAL STATUS



MOBILE, WEB AND SOCIAL MEDIA

WEJ WEBSITE

WWW.WORLD-ECONOMIC.COM



18 000
MONTHLY
UNIQUERS



4
LANGUAGES PRESENTED
(ENGLISH, SPANISH, CHINESE,
RUSSIAN)



COЦETИ WEJ



12 000
FACEBOOK
FOLLOWERS



You Tube



MOBILE VERSION:

- ISSUU
- MAGZTER
- ZINIO
- JOOMAG



APP STORE



GOOGLE PAY



MAGZTER

RATINGS, INDICES AND ANALYTICAL
 RESEARCH WEJ-RESEARCH

ECONOMIC EVENTS, FORUMS, AWARDS



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



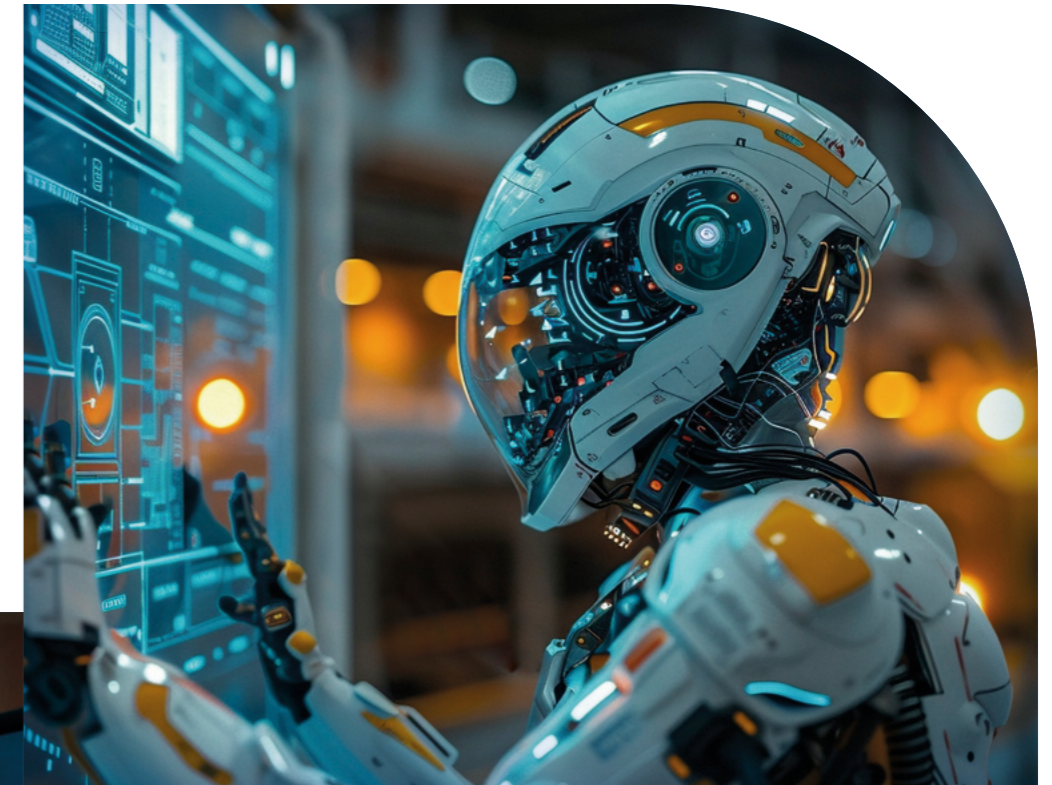
THE ANALYTICAL RATING SERVICE WOD-RESEARCH

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





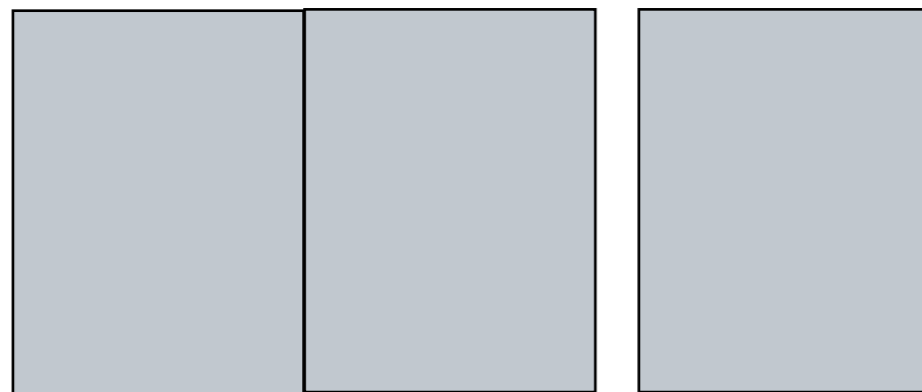
EDITORIAL CALENDAR 2025

2025

WEJ №48	January
WEJ №49	February
WEJ №50	March
WEJ №51	April
WEJ №52	May
WEJ №53	June
WEJ №54	July
WEJ №55	August
WEJ №56	September
WEJ №57	October
WEJ №58	November
WEJ №59	December

SPECIAL PROJECTS

PLACEMENT OPTIONS FOR SPECIAL PROJECT



SPREAD

PAGE

SUBJECT



PERSON
(INTERVIEW)



BUSINESS

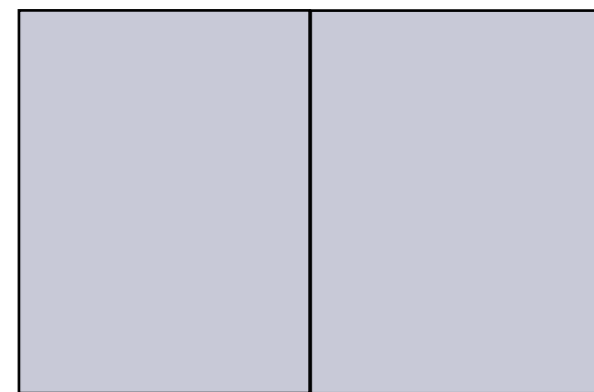


EVENT
(FORUM, AWARD)



PRINT PRODUCTION SPECIFICATIONS

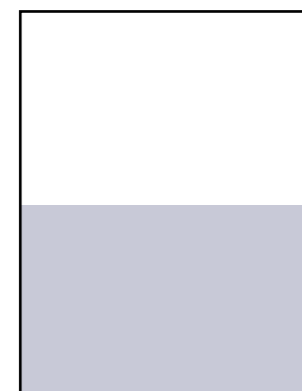
	AD SIZE	BLEED+4 MM
1/1 PAGE	210x275 mm	218x283 mm
1/2 PAGE HORIZONTALLY	210x137 mm	218x145 mm
1/2 PAGE VERTICAL	105x275 mm	113x283 mm
1/3 PAGE HORIZONTALLY	210x90 mm	218x98 mm
1/3 PAGE VERTICAL	70x275 mm	78x283 mm



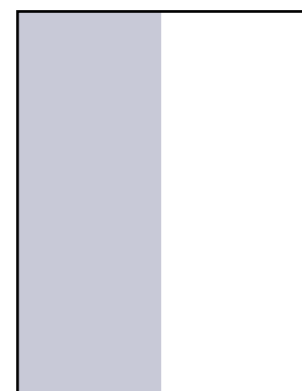
SPREAD



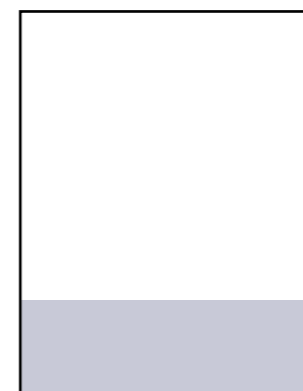
1/1 PAGE



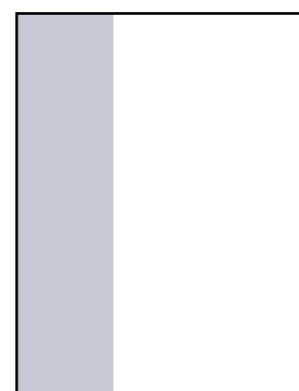
1/2 PAGE
HORIZONTALLY



1/2 PAGE
VERTICAL



1/3 PAGE
HORIZONTALLY



1/3 PAGE
VERTICAL

Standard placement (no guarantee of specific position)

1/1 PAGE	4200 €
1/2 PAGE	2900 €
1/3 PAGE	1900 €
2/1 SPREAD	6400 €

Special placement

Cover Gatefold (without production cost)	9400 €
1st SPREAD	8800 €
2nd SPREAD	7700 €
3rd SPREAD etc.	7200 €
COVER 3	5000 €
COVER 4	7200 €

For discounts please inquire!

Tel. +34 658 700069

Tel. +996503797790

e-mail: adv@world-economic.com

GLOBAL PUBLISHER:

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

GLOBAL PUBLISHER IN EUROPE:

World Organization for Development
Plaza Catalunya 1, Planta 4, Barcelona, Spain, 08002

PUBLISHER IN CENTRAL ASIA AND SOUTH CAUCASUS UNDER WEJ LICENSE:

“World Organization for Development” LLC
61, Kulatova str., Bishkek city, Kyrgyz Republic