



Press Release

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For Immediate Release

***The Economist* Historical Archive available online One hundred and sixty years of global history goes digital**

For the first time ever, researchers, executives, librarians and academics across the world can access over 160 years of *The Economist* online through *The Economist* Historical Archive 1843-2003. A joint project between Gale - part of Cengage Learning - and *The Economist*, this complete digitisation of the global weekly newspaper offers a unique and non-partisan perspective on world events.

The Economist's respected reporting and analysis, supported by comprehensive financial data, offers exceptional insight into world affairs, politics, economics and history. Both students and professionals can also use this resource to study industries and companies, and track competitor trends and strategies over the years.

Created for use by all educational and public libraries, government organisations, corporations and financial institutions, *The Economist* Historical Archive 1843-2003 comprises over 600,000

completely text-searchable pages, putting the days of searching through old bound volumes or reels of microfilm firmly in the past.

The easy-to-use resource provides readers with a fundamental collection of high-quality primary material, including every leader, special report, letter and every piece of advertising across a wide range of subject areas. Tabular matter forming the Key Economic Indicators section can be exported and manipulated separately.

Useful to anyone seeking to understand the impact of historic events or analyse trends over time, the archive provides an easier way to discover, read and reference this unique content. From the American Civil War to the creation of the European Union, from Laissez - faire to the WTO, from the G8 to LiveAid, highly-intelligent reports paired with comprehensive financial data offer exceptional insight into world affairs, politics, economics and history.

The archive is not, however, just a window on editorial content alone: it also provides a fascinating view of changes in advertising and how businesses present themselves.

Users can simply choose to search or browse by issue and date, or can use more advanced search options such as sections of the paper, article type or article title.

Mark Holland, Publishing Director at Cengage Learning, comments: "*The Economist* Historical Archive 1843-2003 is set to revolutionise the way institutions and educationalists conduct research. As mediums such as the internet become ever more advanced, it is imperative that the media evolves through digitisation to support 21st Century learning."

John Micklethwait, Editor in Chief, *The Economist*, comments: "*The Economist* Historical Archive is more than a database--it is a remarkable record of the most significant world events over the past 160 years through the unbiased, probing eyes of *The Economist*."

The Economist Historical Archive is now available for preview trials and scheduled to publish in full in December. The cost of *The Economist* Historical Archive 1843-2003 is dependent on the size of an institution. For a free 30-day trial or for further information, please contact Gaelle

Beuzit, Tel: +44 (0)7887 920353 or e-mail emea.marketing@cengage.com. Alternatively, contact Lisa Hennessey at the Economist Intelligence Unit on +1 212 554 0609 or lisahennessey@eiu.com.

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About Gale

Gale – part of Cengage Learning - is the largest and most respected publisher of reference databases and digital primary source collections for the library and academic market in the world. Gale's Digital Collections, which include Eighteenth Century Collections Online, The Times Digital Archive and The Making of the Modern World, have set the standards for large-scale, fully text-searchable archival databases. They now include close to 75 million pages of digitized primary source material in over 10 languages, dating from 1450 to 2000, from newspapers, journals, books, documents and handwritten manuscripts. Gale's products are sold and supported through Cengage Learning offices worldwide.

About Cengage Learning

Cengage Learning delivers highly customised learning solutions for colleges, universities, reference centres, government agencies, corporations and professionals around the world. Cengage Learning solutions are delivered through specialised content, applications and services that foster academic excellence and professional development, as well as provide measurable learning outcomes to its customers. Cengage Learning's mission is to shape the future of global learning by delivering consistently better learning solutions for learners, instructors and institutions.

About *The Economist* (www.economist.com)

The Economist is a weekly magazine offering timely reporting, concise commentary and comprehensive analysis of global news. With objective authority, clarity and wit, *The Economist* presents the world's political, business, scientific, technological and cultural affairs and the connections between them. Because of its global editorial perspective, it is read by more of the world's political and business leaders than any other magazine. After 26 years of continuous global growth, *The Economist* has a worldwide print circulation of more than 1.2 million. Economist.com now offers complimentary access to content under one year old. <http://www.economist.com/mediadirectory/>