What do world leaders do after they leave office? In much of the democratic world, many former leaders can expect to join corporate boards, become consultants, or start non-profit organizations. The question remains however: how much should their new employers pay them? In the presence of this revolving-door effect between government and business, the news media serves a key intermediary. We suppose that business-facing publications like *The Economist* and the *Financial Times* inform the business community as to the extent of former leaders’ pro-business attitudes, and commensurately, how well they should be remunerated. We test this hypothesis by analyzing the sentiment expressed about leaders in *The Economist* between 1992 and 2020.