



# PRIVATE EYE

MEDIA PACK 2015

Readership: 889,000

Circulation: 219,465 (ABC - 99.99% actively purchased)

## About Private Eye

PRIVATE EYE is the UK's best-selling news and current affairs magazine.

For over 50 years it has offered a unique blend of humour, social and political observations and investigative journalism.

Published fortnightly, the magazine is read by 889,000 readers each fortnight and costs just £1.80 an issue.

The editor is Ian Hislop.



## Private Eye Profile

Circulation: 219,465 (ABC - 99.99% actively purchased) 131,000 subscribers

Frequency: Fortnightly

Readership: 889,000 (NRS)

86% are ABC1 (index 160)

61% are AB (index 230)

64% are male





## Private Eye Readers

271,000 have a household income of £50k or more (index 291)  
348,000 have stocks & shares (index 234)  
412,000 look at profitable ways of investing their money (index 155)  
603,000 are interested in the Arts (index 185)  
522,000 enjoy eating out at expensive restaurants (index 135)  
309,000 often eat in the best restaurants (index 147)  
454,000 will pay extra for good quality beer (index 171)  
435,000 will pay more for good quality wine (index 176)  
408,000 have taken 2 or more overseas holidays in the last 12 months (index 130)  
282,000 have taken 2 or more UK holidays in the last 12 months (index 167)  
55,400 intend to buy a new car in the next 6 months (index 143)  
170,000 believe you can judge a person by the car they drive (index 148)  
97,500 believe their car should attract peoples attention (index 153)

Source  
TGI 2014



Cover Date	On sale	Copy
20 Feb - 5 Mar	17/02/2015	11/02/2015
6 Mar - 19 Mar	03/03/2015	25/02/2015
20 Mar - 2 Apr	17/03/2015	11/03/2015
3 Apr - 16 Apr	31/03/2015	25/03/2015
17 Apr - 30 Apr	14/04/2015	08/04/2015
1 May - 14 May	28/04/2015	22/04/2015
15 May - 28 May	12/05/2015	06/05/2015
29 May - 11 Jun	26/05/2015	20/05/2015
12 Jun - 25 Jun	09/06/2015	03/06/2015
26 Jun - 9 Jul	23/06/2015	17/06/2015
10 Jul - 23 Jul	07/07/2015	01/07/2015
24 Jul - 6 Aug	21/07/2015	15/07/2015
7 Aug - 20 Aug	04/08/2015	29/07/2015
21 Aug - 3 Sep	18/08/2015	12/08/2015
4 Sep - 17 Sep	01/09/2015	26/08/2015
18 Sep - 1 Oct	15/09/2015	09/09/2015
2 Oct - 15 Oct	29/09/2015	23/09/2015
16 Oct - 29 Oct	13/10/2015	07/10/2015
30 Oct - 12 Nov	27/10/2015	21/10/2015
13 Nov - 26 Nov	10/11/2015	04/11/2015
27 Nov - 10 Dec	24/11/2015	18/11/2015
11 Dec - 17 Dec	08/12/2015	02/12/2015
18 Dec - 7 Jan	17/12/2015	09/12/2015

Rates	
IFC DPS	£13,200
DPS	£11,500
Full Page	£6,000
Half Page	£3,150
Quarter Page	£1,655
Semi Display	£60 scc
Classified Linage	£2.50 per word (minimum 10 words)
Outside Back Cover	£7,200
Inside Front Cover	£7,200
Agency Commission 10%	
Inserts	
Up to 10g, max 120,000 - subs only: £95.00 per thousand	
Over 10g, max 120,000 - subs only: On Application	
All prices exclude VAT	

Specifications	Width x Depth
Full Page	
Bleed	216mm x 303mm
Trim	210mm x 297mm
Type area	189mm x 276mm
Half Page	
Horizontal	189mm x 136mm
Vertical	92mm x 276mm
Quarter Page	92mm x 136mm
Semi Display	44mm (Column)

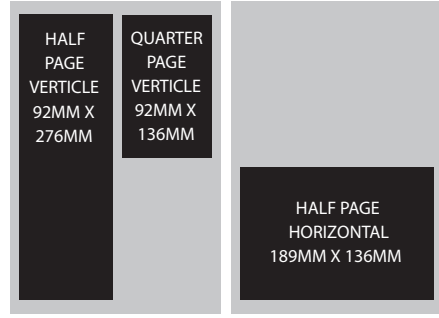


Diagram illustrating layout options:

- HALF PAGE VERTICLE 92MM X 276MM
- QUARTER PAGE VERTICLE 92MM X 136MM
- HALF PAGE HORIZONTAL 189MM X 136MM

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