

2016 MEDIA PACK



PRIVATE EYE

THE BIGGEST SELLING AND MOST WIDELY READ NEWS AND CURRENT AFFAIRS MAGAZINE IN THE UK!

CIRCULATION

230,099 

100% ACTIVELY PURCHASED

**HIGHEST
ABC FIGURE
FOR THIRTY
YEARS!**

READERSHIP

873,000

NRS Jul-Dec 15



THE MAGAZINE

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

Published fortnightly, the magazine has a readership of 873,000 and costs just £1.80 an issue.

Edited by Ian Hislop.

Circulation: **230,099** 100% actively purchased

Frequency: **Fortnightly**

Readership: **873,000** (NRS Jul-Dec 15)

60% ABC (Index 227)

86% ABC1 (Index 160)

64% Male

539,000 more readers than The Week (261%)

309,000 more AB readers than The Week (243%)

848,000 (97%) of PRIVATE EYE readers don't read The Week.

A higher circulation than The Spectator, Prospect & New Statesman put together.



Sources: ABC, NRS, TGI

RATECARD

Issue	Cover Date	On Sale	Copy
1435	13 Jan - 26 Jan	10/01/2017	04/01/2017
1436	27 Jan - 9 Feb	24/01/2017	18/01/2017
1437	10 Feb - 23 Feb	07/02/2017	01/02/2017
1438	24 Feb - 9 Mar	21/02/2017	15/02/2017
1439	10 Mar - 23 Mar	07/03/2017	01/03/2017
1440	24 Mar - 6 Apr	21/03/2017	15/03/2017
1441	7 Apr - 20 Apr	04/04/2017	29/03/2017
1442	21 Apr - 4 May	18/04/2017	12/04/2017
1443	5 May - 18 May	02/05/2017	26/04/2017
1444	19 May - 1 Jun	16/05/2017	10/05/2017
1445	2 Jun - 15 Jun	30/05/2017	24/05/2017
1446	16 Jun - 29 Jun	13/06/2017	07/06/2017
1447	30 Jun - 13 Jul	27/06/2017	21/06/2017
1448	14 Jul - 27 Jul	11/07/2017	05/07/2017
1449	28 Jul - 10 Aug	25/07/2017	19/07/2017
1450	11 Aug - 24 Aug	08/08/2017	02/08/2017
1451	25 Aug - 7 Sep	22/08/2017	16/08/2017
1452	8 Sep - 21 Sep	05/09/2017	30/08/2017
1453	22 Sep - 5 Oct	19/09/2017	13/09/2017
1454	6 Oct - 19 Oct	03/10/2017	27/09/2017
1455	20 Oct - 2 Nov	17/10/2017	11/10/2017
1456	3 Nov - 16 Nov	31/10/2017	25/10/2017
1457	17 Nov - 30 Nov	14/11/2017	08/11/2017
1458	1 Dec - 14 Dec	28/11/2017	22/11/2017
1459	15 Dec - 28 Dec	12/12/2017	06/12/2017
1460	29 Dec - 11 Jan	26/12/2017	15/12/2017

DPS	£11,500
Full Page	£6,000
Half Page	£3,150
Quarter Page	£1,655
Semi Display	£60 scc
Classified	£2.50 per word (ex. VAT)
IFC DPS	£13,200
OBC	£7,200
IFC	£7,200

Agency Commission: 10%

LOOSE INSERTS

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QUARTER PAGE 136mm x 92mm

SEMI DISPLAY 44mm (Column)

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