



PRIVATE EYE

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

CIRCULATION

249,927 

99.9% ACTIVELY PURCHASED

READERSHIP

924,000

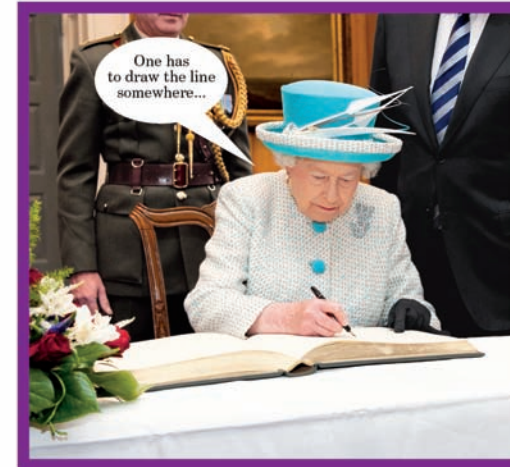
NRS Oct 16 - Mar 17



**INAUGURATION
★ SPECIAL ★**



**MILLIONS SIGN
PETITION TO STOP
TRUMP STATE VISIT**



Just keep
your hands
where we can see
them, Sir

mp jokes (approx)

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 871,000 and costs just £1.80 an issue.

Edited by Ian Hislop.

Circulation: **249,927 99.9% actively purchased**

9% increase PoP and YoY

Frequency: **Fortnightly**

Readership: **924,000** (NRS Oct 16 - Mar 17)

60% ABC (Index 227)

86% ABC1 (Index 160)

70% 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	10/04/2017
1443	5 May - 18 May	02/05/2017	25/04/2017
1444	19 May - 1 Jun	16/05/2017	10/05/2017
1445	2 Jun - 15 Jun	30/05/2017	22/05/2017
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	£75 scc
Classified	£2.50 per word (ex. VAT)
IFC DPS	£13,200
OBC	£7,200
IFC	£7,200

Agency Commission: 10%

LOOSE INSERTS

Up to 10g, max 128,000:
£95.00 per thousand

Over 10g, max 128,000:
On Application

FULL PAGE

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Type: 276mm x 189mm

HALF PAGE

Vertical: 276mm x 92mm
Horizontal: 136mm x 189mm

QUARTER PAGE 136mm x 92mm
SEMI DISPLAY 44mm (Column)

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