



# PRIVATE EYE

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

CIRCULATION

**231,073** 

100% ACTIVELY PURCHASED

READERSHIP

**680,000**

TGI 2020



## CUMMINGS' DEFENCE IN FULL



## BORIS URGES SPENDING SPREE



**BUY THIS MAGAZINE AND SAVE BRITAIN!**

# 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 680,000 and costs just £2.00 an issue.

Edited by Ian Hislop.

Circulation: **231,073 100% actively purchased**

Frequency: **Fortnightly**

Readership: **680,000** (TGI 2020)

**65% AB** (Index 248)

**88% ABC1** (Index 156)

**374,000** more readers than THE WEEK

**266,000** more AB readers than THE WEEK

**572,000** of PRIVATE EYE readers don't read THE WEEK

A higher circulation than THE SPECTATOR, PROSPECT & NEW STATESMAN put together



Sources: ABC, TGI

# RATECARD

Issue	Cover Date	On Sale	Copy
1513	10 Jan - 23 Jan	07/01/2020	16/12/2019
1514	24 Jan - 6 Feb	21/01/2020	15/01/2020
1515	7 Feb - 20 Feb	04/02/2020	29/01/2020
1516	21 Feb - 5 Mar	18/02/2020	12/02/2020
1517	6 Mar - 19 Mar	03/03/2020	26/02/2020
1518	20 Mar - 2 Apr	17/03/2020	11/03/2020
1519	3 Apr - 23 Apr	31/03/2020	25/03/2020
1520	24 Apr - 7 May	21/04/2020	15/04/2020
1521	8 May - 21 May	05/05/2020	29/04/2020
1522	22 May - 4 Jun	19/05/2020	13/05/2020
1523	5 Jun - 18 Jun	02/06/2020	27/05/2020
1524	19 Jun - 2 Jul	16/06/2020	10/06/2020
1525	3 Jul - 16 Jul	30/06/2020	24/06/2020
1526	17 Jul - 30 Jul	14/07/2020	08/07/2020
1527	31 Jul - 13 Aug	28/07/2020	22/07/2020
1528	14 Aug - 27 Aug	11/08/2020	05/08/2020
1529	28 Aug - 10 Sep	25/08/2020	19/08/2020
1530	11 Sep - 24 Sep	08/09/2020	02/09/2020
1531	25 Sep - 8 Oct	22/09/2020	16/09/2020
1532	9 Oct - 22 Oct	06/10/2020	30/09/2020
1533	23 Oct - 5 Nov	20/10/2020	14/10/2020
1534	6 Nov - 19 Nov	03/11/2020	28/10/2020
1535	20 Nov - 3 Dec	17/11/2020	11/11/2020
1536	4 Dec - 17 Dec	01/12/2020	25/11/2020
1537	18 Dec - 7 Jan	15/12/2020	09/12/2020

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 140,000:  
On Application

Over 10g, max 140,000:  
On Application

## FULL PAGE

Trim: 297mm x 210mm  
Bleed: 303mm x 216mm  
Type: 276mm x 189mm

## HALF PAGE

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

**QUARTER PAGE** 136mm x 92mm

**SEMI DISPLAY** 44mm (Column)

Full copy specifications are available on request

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