



# PRIVATE EYE

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

CIRCULATION

**233,565** 

100% ACTIVELY PURCHASED

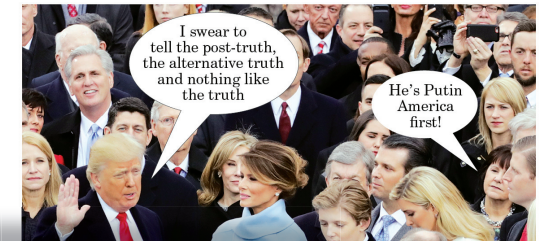
READERSHIP

**679,000**

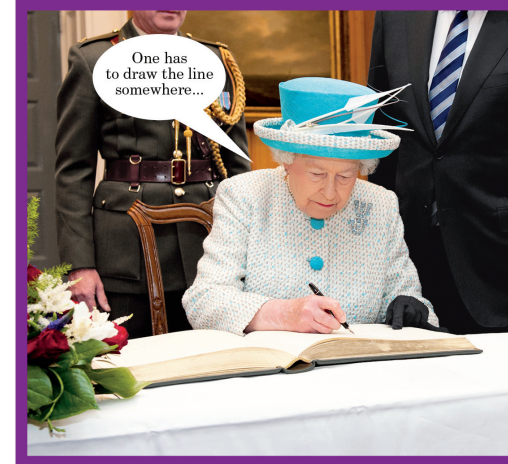
TGI 2019



**INAUGURATION  
★ SPECIAL ★**



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



# 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 679,000 and costs just £2.00 an issue.

Edited by Ian Hislop.

Circulation: **233,565** 100% actively purchased

Frequency: **Fortnightly**

Readership: **679,000** (TGI 2019)

**60% ABC** (Index 229)

**77% ABC1** (Index 141)

**70% Male**

**316,000** more readers than THE WEEK (271%)

**202,400** more AB readers than THE WEEK (275%)

**645,000** of PRIVATE EYE readers don't read THE WEEK (95%)

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



# RATECARD

| Issue | Cover Date      | On Sale    | Copy       |
|-------|-----------------|------------|------------|
| 1487  | 11 Jan - 24 Jan | 08/01/2019 | 17/12/2018 |
| 1488  | 25 Jan - 7 Feb  | 22/01/2019 | 16/01/2019 |
| 1489  | 8 Feb - 21 Feb  | 05/02/2019 | 30/01/2019 |
| 1490  | 22 Feb - 7 Mar  | 19/02/2019 | 13/02/2019 |
| 1491  | 8 Mar - 21 Mar  | 05/03/2019 | 27/02/2019 |
| 1492  | 22 Mar - 4 Apr  | 19/03/2019 | 13/03/2019 |
| 1493  | 5 Apr - 18 Apr  | 02/04/2019 | 27/03/2019 |
| 1494  | 19 Apr - 2 May  | 16/04/2019 | 10/04/2019 |
| 1495  | 3 May - 16 May  | 30/04/2019 | 24/04/2019 |
| 1496  | 17 May - 30 May | 14/05/2019 | 08/05/2019 |
| 1497  | 31 May - 13 Jun | 28/05/2019 | 22/05/2019 |
| 1498  | 14 Jun - 27 Jun | 11/06/2019 | 05/06/2019 |
| 1499  | 28 Jun - 11 Jul | 25/06/2019 | 19/06/2019 |
| 1500  | 12 Jul - 25 Jul | 09/07/2019 | 03/07/2019 |
| 1501  | 26 Jul - 8 Aug  | 23/07/2019 | 17/07/2019 |
| 1502  | 9 Aug - 22 Aug  | 06/08/2019 | 31/07/2019 |
| 1503  | 23 Aug - 5 Sep  | 20/08/2019 | 14/08/2019 |
| 1504  | 6 Sep - 19 Sep  | 03/09/2019 | 28/08/2019 |
| 1505  | 20 Sep - 3 Oct  | 17/09/2019 | 11/09/2019 |
| 1506  | 4 Oct - 17 Oct  | 01/10/2019 | 25/09/2019 |
| 1507  | 18 Oct - 31 Oct | 15/10/2019 | 09/10/2019 |
| 1508  | 1 Nov - 14 Nov  | 29/10/2019 | 23/10/2019 |
| 1509  | 15 Nov - 28 Nov | 12/11/2019 | 06/11/2019 |
| 1510  | 29 Nov - 12 Dec | 26/11/2019 | 20/11/2019 |
| 1511  | 13 Dec - 19 Dec | 10/12/2019 | 04/12/2019 |
| 1512  | 20 Dec - 9 Jan  | 18/12/2019 | 11/12/2019 |

|              |                             |
|--------------|-----------------------------|
| DPS          | £11,500                     |
| Full Page    | £6,000                      |
| Half Page    | £3,150                      |
| Quarter Page | £1,655                      |
| Semi Display | £75 scc                     |
| Classified   | £2.50 per word<br>(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

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

### Jack Daly

Advertising Director  
020 7389 0859  
jack.daly@madisonbell.com

### Tim Hanson

Advertising Sales  
020 7389 0848  
tim.hanson@madisonbell.com

### Mark Wass

Advertising Sales  
020 7389 0824  
mark.wass@madisonbell.com

### Nick Page

Advertising Sales  
020 7389 0823  
nick.page@madisonbell.com

### Ross Hurford

Production Manager  
020 7389 0871  
ross.hurford@madisonbell.com

**madison**  
**bell** INDEPENDENT  
MEDIA  
SELLING

First Floor, 21 Soho Square,  
London W1D 3QP