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 911,000 and costs just £2.00 an issue.

Edited by Ian Hislop.

Circulation: 246,628 100% actively purchased
Frequency: Fortnightly
Readership: 911,000 (TGI Oct 2016 – Sep 2017)
60% ABC (Index 227)
86% ABC1 (Index 160)
70% Male
575,000 more readers than THE WEEK (271%)
369,000 more AB readers than THE WEEK (275%)
132,000 more female readers than THE WEEK (171%)
861,000 of PRIVATE EYE readers don’t read THE WEEK (95%)
A higher circulation than THE SPECTATOR, PROSPECT & NEW STATESMAN put together

Sources: ABC, TGI
## Ratecard

### 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)

### Loose Inserts
- **Up to 10g, max 128,000:** £95.00 per thousand
- **Over 10g, max 128,000:** On Application

### Agency Commission: 10%

### Full Page Prices
- **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

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