

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

**CIRCULATION** 

233,118

**100% ACTIVELY PURCHASED** 

READERSHIP

1.1 million

**PAMCo** 



Talk about dodgy figures!



TORIES PREPARE FOR ELECTION



# 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 1.1 million and costs just £2.99 an issue.

Edited by Ian Hislop.

Circulation: 233,118 Jul-Dec 2023 100% actively purchased

Frequency: Fortnightly

Readership: **1.1 million** (PAMCo)

**66% AB** (Index 248)

**86% ABC1** (Index 146)

456,000 more readers than THE SPECTATOR

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

318,000 more AB readers than THE SPECTATOR

286,000 more AB readers than THE WEEK

**548,000** of PRIVATE EYE readers don't read THE SPECTATOR

**536,000** of PRIVATE EYE readers don't read THE WEEK

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







# PRIVATE PYE

Ha ha

ha ha ha ha ha ha ha ha ha ha ha ha!!!!!

ha ha ha ha ha ha

# **ADVERTISING**

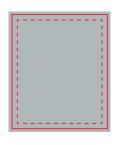
### **Publication dates**

Issue	Cover Date	On Sale	Сору
1614	5 Jan - 18 Jan	03/01/2024	19/12/2023
1615	19 Jan - 1 Feb	16/01/2024	10/01/2024
1616	2 Feb - 15 Feb	30/01/2024	24/01/2024
1617	16 Feb - 29 Feb	13/02/2024	07/02/2024
1618	1 Mar - 14 Mar	27/02/2024	21/02/2024
1619	15 Mar - 28 Mar	12/03/2024	06/03/2024
1620	29 Mar - 11 Apr	26/03/2024	20/03/2024
1621	12 Apr - 25 Apr	09/04/2024	03/04/2024
1622	26 Apr - 9 May	23/04/2024	17/04/2024
1623	10 May - 23 May	07/05/2024	01/05/2024
1624	24 May - 6 Jun	21/05/2024	15/05/2024
1625	7 Jun - 20 Jun	04/06/2024	29/05/2024
1626	21 Jun - 4 Jul	18/06/2024	12/06/2024
1627	5 Jul - 18 Jul	02/07/2024	26/06/2024
1628	19 Jul - 1 Aug	16/07/2024	10/07/2024
1629	2 Aug - 15 Aug	30/07/2024	24/07/2024
1630	16 Aug - 29 Aug	13/08/2024	07/08/2024
1631	30 Aug - 12 Sep	27/08/2024	21/08/2024
1632	13 Sep - 26 Sep	10/09/2024	04/09/2024
1633	27 Sep - 10 Oct	24/09/2024	18/09/2024
1634	11 Oct - 24 Oct	08/10/2024	02/10/2024
1635	25 Oct - 7 Nov	22/10/2024	16/10/2024
1636	8 Nov - 21 Nov	05/11/2024	30/10/2024
1637	22 Nov - 5 Dec	19/11/2024	13/11/2024
1638	6 Dec - 19 Dec	03/12/2024	27/11/2024
1639	20 Dec - 2 Jan	17/12/2024	11/12/2024
1640	3 Jan - 23 Jan	31/12/2024	17/12/2024

## Rates

DPS	£13,800	
Full Page	£7,200	
Half Page	£3,780	
Quarter Page	£1,986	
Eighth Page	£1,044	
Classified Linage	£2.50 per word	
	(ex. VAT)	
IFC DPS	£15,840	
Outside Back Cover	£8,640	
Inside Front Cover	£8,640	
Inserts (max 165k - Full subscription)	On Application	
Agency Commision: 10%		

# **Specifications** (Width x Height)



#### **Full Page**

Trim: 210mm x 297mm

Bleed: 216mm x 303mm

3mm all round

Type: 189mm x 276mm



#### **Half Page Horizontal**

189 mm x 136 mm



#### **Half Page Vertical**

92mm x 276mm

#### **Quarter Page**

92mm x 136mm

## **Eighth Page**

92mm x 60mm

Copy required as high-res PDF Full copy specifications available

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