PRIVATE EYE

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

CIRCULATION
240,505 abc
100% ACTIVELY PURCHASED

READERSHIP
679,000
TGI 2019

NEW DAWN FOR BRITAIN!

HISTORIC CRISIS SOUVENIR ISSUE!
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: 240,505 100% actively purchased
Frequency: Fortnightly
Readership: 679,000 (TGI 2019)
60% ABC (Index 229)
77% ABC1 (Index 141)
316,000 more readers than THE WEEK (87%)
203,000 more AB readers than THE WEEK (99%)
645,000 of PRIVATE EYE readers don’t read THE WEEK (93%)
A higher circulation than THE SPECTATOR, PROSPECT & NEW STATESMAN put together

Sources: ABC, TGI
### RATECARD

<table>
<thead>
<tr>
<th>Issue</th>
<th>Cover Date</th>
<th>On Sale</th>
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<td>1513</td>
<td>10 Jan - 23 Jan</td>
<td>07/01/2020</td>
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### DPS
- **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%

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**LOOSE INSERTS**

**Up to 10g, max 130,000:** On Application

**Over 10g, max 130,000:** On Application

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**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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