



PRIVATE EYE

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

CIRCULATION

246,628 

100% ACTIVELY PURCHASED

READERSHIP

924,000

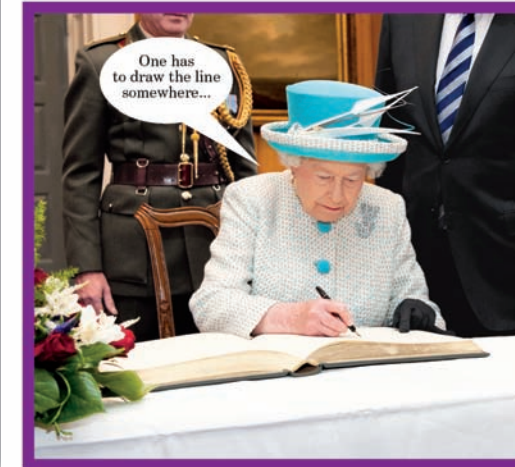
NRS Oct 16 - Mar 17



**INAUGURATION
★ SPECIAL ★**



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



Just keep
your hands
where we can see
them, Sir

mp jokes (approx)

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 871,000 and costs just £2.00 an issue.

Edited by Ian Hislop.

Circulation: **246,628 100% actively purchased**

Frequency: **Fortnightly**

Readership: **924,000** (NRS Oct 16 - Mar 17)

60% ABC (Index 227)

86% ABC1 (Index 160)

70% Male

539,000 more readers than The Week (261%)

309,000 more AB readers than The Week (243%)

848,000 (97%) of PRIVATE EYE readers don't read The Week.

A higher circulation than The Spectator, Prospect & New Statesman put together.



RATECARD

Issue	Cover Date	On Sale	Copy
1461	12 Jan - 25 Jan	09/01/2018	18/12/2017
1462	26 Jan - 8 Feb	23/01/2018	17/01/2018
1463	09 Feb - 22 Feb	06/02/2018	31/01/2018
1464	23 Feb - 8 Mar	20/02/2018	14/02/2018
1465	9 Mar - 22 Mar	06/03/2018	28/02/2018
1466	23 Mar - 5 Apr	20/03/2018	14/03/2018
1467	6 Apr - 19 Apr	03/04/2018	28/03/2018
1468	20 Apr - 3 May	17/04/2018	11/04/2018
1469	4 May - 17 May	01/05/2018	25/04/2018
1470	18 May - 31 May	15/05/2018	09/05/2018
1471	1 Jun - 14 Jun	29/05/2018	23/05/2018
1472	15 Jun - 28 Jun	12/06/2018	06/06/2018
1473	29 Jun - 12 Jul	26/06/2018	20/06/2018
1474	13 Jul - 26 Jul	10/07/2018	04/07/2018
1475	27 Jul - 9 Aug	24/07/2018	18/07/2018
1476	10 Aug - 23 Aug	07/08/2018	01/08/2018
1477	24 Aug - 6 Sep	21/08/2018	15/08/2018
1478	7 Sep - 20 Sep	04/09/2018	29/08/2018
1479	21 Sep - 4 Oct	18/09/2018	12/09/2018
1480	5 Oct - 18 Oct	02/10/2018	26/09/2018
1481	19 Oct - 1 Nov	16/10/2018	10/10/2018
1482	2 Nov - 15 Nov	30/10/2018	24/10/2018
1483	16 Nov - 29 Nov	13/11/2018	07/11/2018
1484	30 Nov - 13 Dec	27/11/2018	21/11/2018
1485	14 Dec - 27 Dec	11/12/2018	05/12/2018
1486	21 Dec - 10 Jan	19/12/2018	12/12/2018

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

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£95.00 per thousand

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HALF PAGE

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

QUARTER PAGE 136mm x 92mm
SEMI DISPLAY 44mm (Column)

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