



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

CIRCULATION

**232,638** 

**100% ACTIVELY PURCHASED**

READERSHIP

**1.1 million**

PAMCo



# 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: **232,638 Jul-Dec 2024 100% actively purchased**

Frequency: **Fortnightly**

Readership: **1.1 million** (PAMCo)

**43% AB** (Index 169)

**79% ABC1** (Index 132)

**298,000** more readers than THE SPECTATOR

**169,000** more readers than THE WEEK

**109,000** more AB readers than THE SPECTATOR

**44,000** more AB readers than THE WEEK

**502,000** of PRIVATE EYE readers don't read THE SPECTATOR

**512,000** of PRIVATE EYE readers don't read THE WEEK

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



# ADVERTISING

## Publication dates

Issue	Cover Date	On Sale	Copy
1640	10 Jan - 23 Jan	07/01/2025	18/12/2024
1641	24 Jan - 7 Feb	21/01/2025	15/01/2025
1642	7 Feb - 20 Feb	04/02/2025	29/01/2025
1643	21 Feb - 6 Mar	18/02/2025	12/02/2025
1644	7 Mar - 20 Mar	04/03/2025	26/02/2025
1645	21 Mar - 3 Apr	18/03/2025	12/03/2025
1646	4 Apr - 17 Apr	01/04/2025	26/03/2025
1647	18 Apr - 1 May	15/04/2025	09/04/2025
1648	2 May - 15 May	29/04/2025	23/04/2025
1649	16 May - 29 May	13/05/2025	07/05/2025
1650	30 May - 12 Jun	27/05/2025	21/05/2025
1651	13 Jun - 26 Jun	10/06/2025	04/06/2025
1652	27 Jun - 10 Jul	24/06/2025	18/06/2025
1653	11 Jul - 24 Jul	08/07/2025	02/07/2025
1654	25 Jul - 7 Aug	22/07/2025	16/07/2025
1655	8 Aug - 21 Aug	05/08/2025	30/07/2025
1656	22 Aug - 4 Sep	19/08/2025	13/08/2025
1657	5 Sep - 18 Sep	02/09/2025	27/08/2025
1658	19 Sep - 2 Oct	16/09/2025	10/09/2025
1659	3 Oct - 16 Oct	30/09/2025	24/09/2025
1660	17 Oct - 20 Oct	14/10/2025	08/10/2025
1661	31 Oct - 13 Nov	28/10/2025	22/10/2025
1662	14 Nov - 27 Nov	11/11/2025	05/11/2025
1663	28 Nov - 11 Dec	25/11/2025	19/11/2025
1664	12 Dec - 25 Dec	09/12/2025	03/12/2025
1665	26 Dec - 6 Jan	23/12/2025	17/12/2025

## Rates

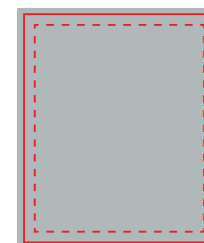
**DPS** £13,800  
**Full Page** £7,200  
**Half Page** £3,780  
**Quarter Page** £1,986  
**Eighth Page** £1,044  
**Classified Linage** £2.50 per word (ex. VAT)

**IFC DPS** £15,840  
**Outside Back Cover** £8,640  
**Inside Front Cover** £8,640

**Inserts (max 165k - Full subscription)** On Application

Agency Commission: 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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