



PRIVATE EYE

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

CIRCULATION
237,779 

100% ACTIVELY PURCHASED

READERSHIP
1.1 million

PAMCo



**GOD SAVE
THE QUEUE!**



WELCOME TO 2023

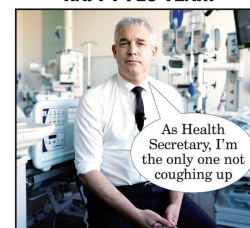
HARRY NEW YEAR!



HAPPY NEW FEAR!



HAPPY FLU YEAR!



UNHAPPY NEW YEAR!



**It's the end of an ER!
SOUTHERN
EDITION**

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: **237,779 Jan-Jun 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



ADVERTISING

Publication dates

Issue	Cover Date	On Sale	Copy
1589	6 Jan - 19 Jan	03/01/2023	14/12/2022
1590	20 Jan - 2 Feb	17/01/2023	11/01/2023
1591	3 Feb - 16 Feb	31/01/2023	25/01/2023
1592	17 Feb - 2 Mar	14/02/2023	08/02/2023
1593	3 Mar - 16 Mar	28/02/2023	22/02/2023
1594	17 Mar - 30 Mar	14/03/2023	08/03/2023
1595	31 Mar - 20 Apr	28/03/2023	22/03/2023
1596	21 Apr - 4 May	18/04/2023	12/04/2023
1597	5 May - 18 May	02/05/2023	26/04/2023
1598	19 May - 1 Jun	16/05/2023	10/05/2023
1599	2 Jun - 15 Jun	30/05/2023	24/05/2023
1600	16 Jun - 29 Jun	13/06/2023	07/06/2023
1601	30 Jun - 13 Jul	27/06/2023	21/06/2023
1602	14 Jul - 27 Jul	11/07/2023	05/07/2023
1603	28 Jul - 10 Aug	25/07/2023	19/07/2023
1604	11 Aug - 24 Aug	08/08/2023	02/08/2023
1605	25 Aug - 7 Sep	22/08/2023	16/08/2023
1606	8 Sep - 21 Sep	05/09/2023	30/08/2023
1607	22 Sep - 5 Oct	19/09/2023	13/09/2023
1608	6 Oct - 19 Oct	03/10/2023	27/09/2023
1609	20 Oct - 2 Nov	17/10/2023	11/10/2023
1610	3 Nov - 16 Nov	31/10/2023	25/10/2023
1611	17 Nov - 30 Nov	14/11/2023	08/11/2023
1612	1 Dec - 14 Dec	28/11/2023	22/11/2023
1613	15 Dec - 4 Jan	12/12/2023	06/12/2023

Rates

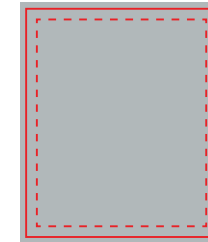
DPS	£13,800
Full Page	£7,200
Half Page	£3,780
Quarter Page	£1,986
Eighth Page	£1,044
Classified Linage	£2.50 per word (ex. VAT)

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

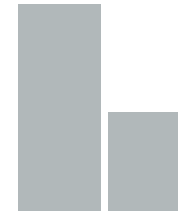
Bleed: 216mm x 303mm
3mm all round

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

Contact us

Jack Daly
Advertising Director
020 7389 0859
jack.daly@madisonbell.com

Mark Wass
Advertising Sales
020 7389 0824
mark.wass@madisonbell.com

Ross Hurford
Production Manager
020 7389 0871
ross.hurford@madisonbell.com

**madison
bell** INDEPENDENT
MEDIA
SELLING

511, Mappin House, 4 Winsley St,
London W1W 8HF