



# PRIVATE EYE

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

CIRCULATION

**246,784** 

**100% ACTIVELY PURCHASED**

READERSHIP

**1.1 million**

PAMCo



## PRIVATE EYE

No. 1582  
25 September -  
6 Oct 2022  
£2.99

### GOD SAVE THE QUEUE!



## PRIVATE EYE

No. 1583  
6 January -  
19 Jan 2023  
£2.99

### WELCOME TO 2023

**HARRY NEW YEAR!**



**HAPPY NEW FEAR!**



**HAPPY FLU YEAR!**



**UNHAPPY NEW YEAR!**



*It's the end of an ERI!*  
**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: **246,784 100% 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

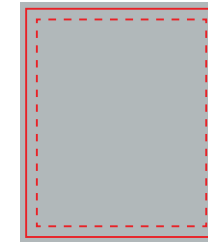
| Issue | Cover Date      | On Sale    | Copy       |
|-------|-----------------|------------|------------|
| 1589  | 6 Jan - 19 Jan  | 03/01/2023 | 14/12/2022 |
| 1590  | 20 Jan - 2 Feb  | 17/01/2023 | 11/01/2023 |
| 1591  | 3 Feb - 16 Feb  | 31/01/2023 | 25/01/2023 |
| 1592  | 17 Feb - 2 Mar  | 14/02/2023 | 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                | £11,500                  |
| Full Page          | £6,000                   |
| Half Page          | £3,150                   |
| Quarter Page       | £1,655                   |
| Eighth Page        | £870                     |
| Classified Linage  | £2.50 per word (ex. VAT) |
| IFC DPS            | £13,200                  |
| Outside Back Cover | £7,200                   |
| Inside Front Cover | £7,200                   |
| Inserts (max 160k) | 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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