



# PRIVATE EYE

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

CIRCULATION

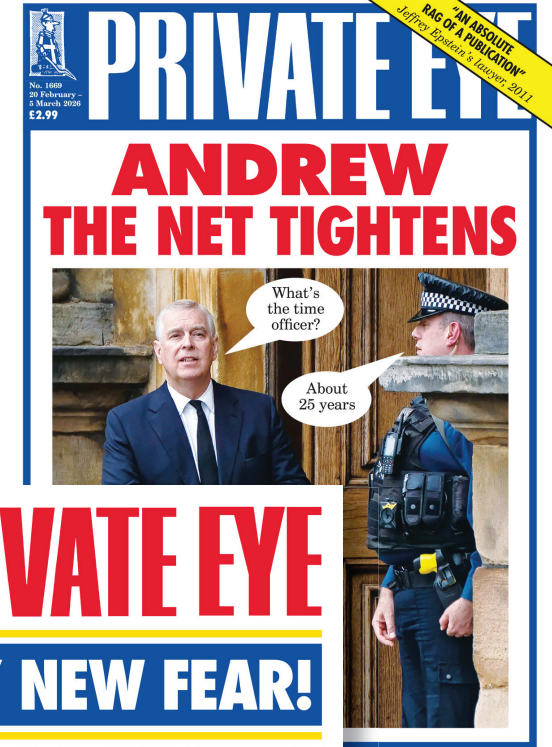
**225,642** 

**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: **225,642 Jul-Dec 2025 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 OLDIE, THE SPECTATOR, & NEW STATESMAN put together



# ADVERTISING

## Publication dates

Issue	Cover Date	On Sale	Copy
1666	9 Jan - 22 Jan	06/01/2026	17/12/2025
1667	23 Jan - 5 Feb	20/01/2026	14/01/2026
1668	6 Feb - 19 Feb	03/02/2026	28/01/2026
1669	20 Feb - 5 Mar	17/02/2026	11/02/2026
1670	06 Mar - 19 Mar	03/03/2026	25/02/2026
1671	20 Mar - 2 Apr	17/03/2026	11/03/2026
1672	03 Apr - 16 Apr	31/03/2026	25/03/2026
1673	17 Apr - 30 Apr	14/04/2026	07/04/2026
1674	1 May - 14 May	28/04/2026	22/04/2026
1675	15 May - 28 May	12/05/2026	06/05/2026
1676	29 May - 11 Jun	26/05/2026	20/05/2026
1677	12 Jun - 25 Jun	09/06/2026	03/06/2026
1678	26 Jun - 9 Jul	23/06/2026	17/06/2026
1679	10 Jul - 23 Jul	07/07/2026	01/07/2026
1680	24 Jul - 6 Aug	21/07/2026	15/07/2026
1681	7 Aug - 20 Aug	04/08/2026	29/07/2026
1682	21 Aug - 10 Sep	18/08/2026	12/08/2026
1683	11 Sep - 24 Sep	08/09/2026	02/09/2026
1684	25 Sep - 8 Oct	22/09/2026	16/09/2026
1685	9 Oct - 22 Oct	06/10/2026	30/09/2026
1686	23 Oct - 5 Nov	20/10/2026	14/10/2026
1687	6 Nov - 19 Nov	03/11/2026	28/10/2026
1688	20 Nov - 3 Dec	17/11/2026	11/11/2026
1689	4 Dec - 17 Dec	01/12/2026	25/11/2026
1690	18 Dec - 7 Jan	15/12/2026	09/12/2026

## Rates

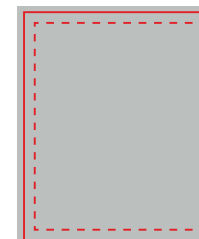
DPS	£13,800
Full Page	£7,200
Half Page	£3,780
Quarter Page	£1,986
Eighth Page	£1,044
Classified Linage	£2.50 per word (ex. VAT)

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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