



# PRIVATE EYE

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

CIRCULATION

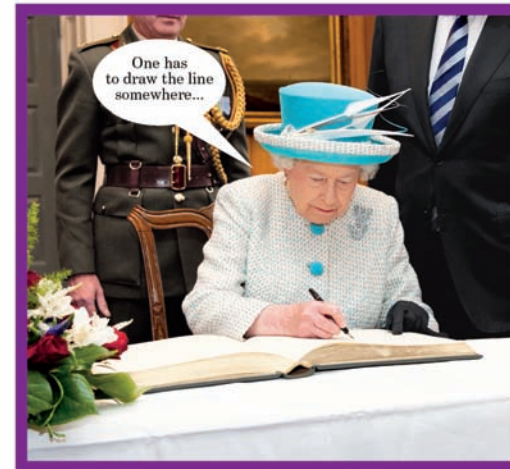
**234,904** 

100% ACTIVELY PURCHASED

READERSHIP

**882,000**

TGI 2018



# 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 911,000 and costs just £2.00 an issue.

Edited by Ian Hislop.

Circulation: **234,904 100% actively purchased**

Frequency: **Fortnightly**

Readership: **882,000** (TGI 2018)

**60% ABC** (Index 227)

**86% ABC1** (Index 160)

**70% Male**

**575,000** more readers than THE WEEK (271%)

**369,000** more AB readers than THE WEEK (275%)

**132,000** more female readers than THE WEEK (171%)

**861,000** of PRIVATE EYE readers don't read THE WEEK (95%)

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

Up to 10g, max 128,000:  
**£95.00 per thousand**

Over 10g, max 128,000:  
**On Application**

## FULL PAGE

Trim: 297mm x 210mm  
Bleed: 303mm x 216mm  
Type: 276mm x 189mm

## HALF PAGE

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

**QUARTER PAGE** 136mm x 92mm

**SEMI DISPLAY** 44mm (Column)

Full copy specifications are available on request

### Jack Daly

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

### Tim Hanson

Advertising Sales  
020 7389 0848  
tim.hanson@madisonbell.com

### Mark Wass

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

### Nick Page

Advertising Sales  
020 7389 0823  
nick.page@madisonbell.com

### Ross Hurford

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

**madison  
bell** INDEPENDENT  
MEDIA  
SELLING

20 Orange Street, London. WC2H 7EF