



# PRIVATE EYE

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

CIRCULATION

**230,050** 

**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: **230,050 Jan-Jun 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 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

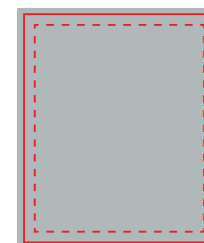
**DPS** £13,800  
**Full Page** £7,200  
**Half Page** £3,780  
**Quarter Page** £1,986  
**Eighth Page** £1,044  
**Classified Linage** £2.50 per word (ex. VAT)

**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

## Contact us

### Jack Daly

Advertising Director  
 020 7389 0859  
[jack.daly@madisonbell.com](mailto:jack.daly@madisonbell.com)

### Barnaby Goodman-Smith

Advertising Sales  
 020 7389 0859  
[barnaby@madisonbell.com](mailto:barnaby@madisonbell.com)

### Ross Hurford

Production Manager  
 020 7389 0800  
[ross.hurford@madisonbell.com](mailto:ross.hurford@madisonbell.com)

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Portland House, 4 Great Portland St.  
 London W1W 8QJ