



# Media Information

Private Eye

Private Eye

Readership Profile

Regular Advertisers

ABC Comparisons

Conclusion

Advertisement Rates & Data



Circulation: 210,218 (ABC Jul – Dec 2009)  
Readership: 857,000 (NRS June 2009)  
ABC1 Adults: 86%  
Male: 69%

**PRIVATE EYE** is the UK's best-selling satire and current affairs magazine, edited by IAN HISLOP.

Published fortnightly, Private Eye is high impact and has an extremely rapid (2 day) uptake. Readers are predominately AB, male, educated, achievers and opinion formers with high disposable incomes.

## To advertise contact:

Odile Barclay 020 7878 2366

Email: [odile.barclay@tenalps.com](mailto:odile.barclay@tenalps.com)


Visit: [www.eyeadvertise.co.uk](http://www.eyeadvertise.co.uk)

Private Eye	<b>Readership Profile</b>	Regular Advertisers	ABC Comparisons	Conclusion	Advertisement Rates & Data
-------------	---------------------------	---------------------	-----------------	------------	----------------------------

<b>Circulation:</b> 210,218 (ABC Jul – Dec 2009)	<b>Readership Profile</b>	
<b>Subscribers:</b> 103,968	<b>ABC1 Adults:</b> 86%	<b>740,000</b>
<b>Readership:</b> 857,000 (NRS June 2009)	<b>Male:</b> 69%	<b>592,000</b>
	<b>Female:</b> 31%	<b>265,000</b>


 66% of Readers have a university degree or higher qualification


 32,000 Private Eye Readers earn over £100,000 per annum


 41,000 Private Eye readers are at least at director level. They account for 7% of all Chairmen/CEO's and 5% of MD's


 Almost 150,000 readers have shares and are active investors


 258,000 Private Eye readers have been on holiday in the last year. 40,000 readers have been on at least 5 holidays in the last year


 Average Private Eye reader household income is £50,169 which is £10,000 higher than AB adult average reader survey

 253,000 Private Eye readers use the internet everyday

 At least 62,000 readers visit the theatre, opera or ballet every two to three months

 63,400 readers change their car for new every three years  
30,800 have 3 or more cars in their household

 94,000 readers have flown on business in the last 12 months

 113,000 spent £100 on books in the last 12 months

Source TGI 2006

Private Eye

**Readership  
Profile**

Regular  
Advertisers

ABC  
Comparisons

Conclusion

Advertisement  
Rates & Data

## Private Eye – Market Leader

- **Largest circulation 210,218**
- **Majority take up in first week**
- **Readership of 857,000 (NRS Jun 2009)**
- **Average age 48**
- **Most widely read news and current affairs title**

Private Eye	Readership Profile	<b>Regular Advertisers</b>	ABC Comparisons	Conclusion	Advertisement Rates & Data
-------------	--------------------	----------------------------	-----------------	------------	----------------------------



**PRIVATE EYE** attracts advertisers from some of the world's leading commercial and corporate businesses.



# Media Information

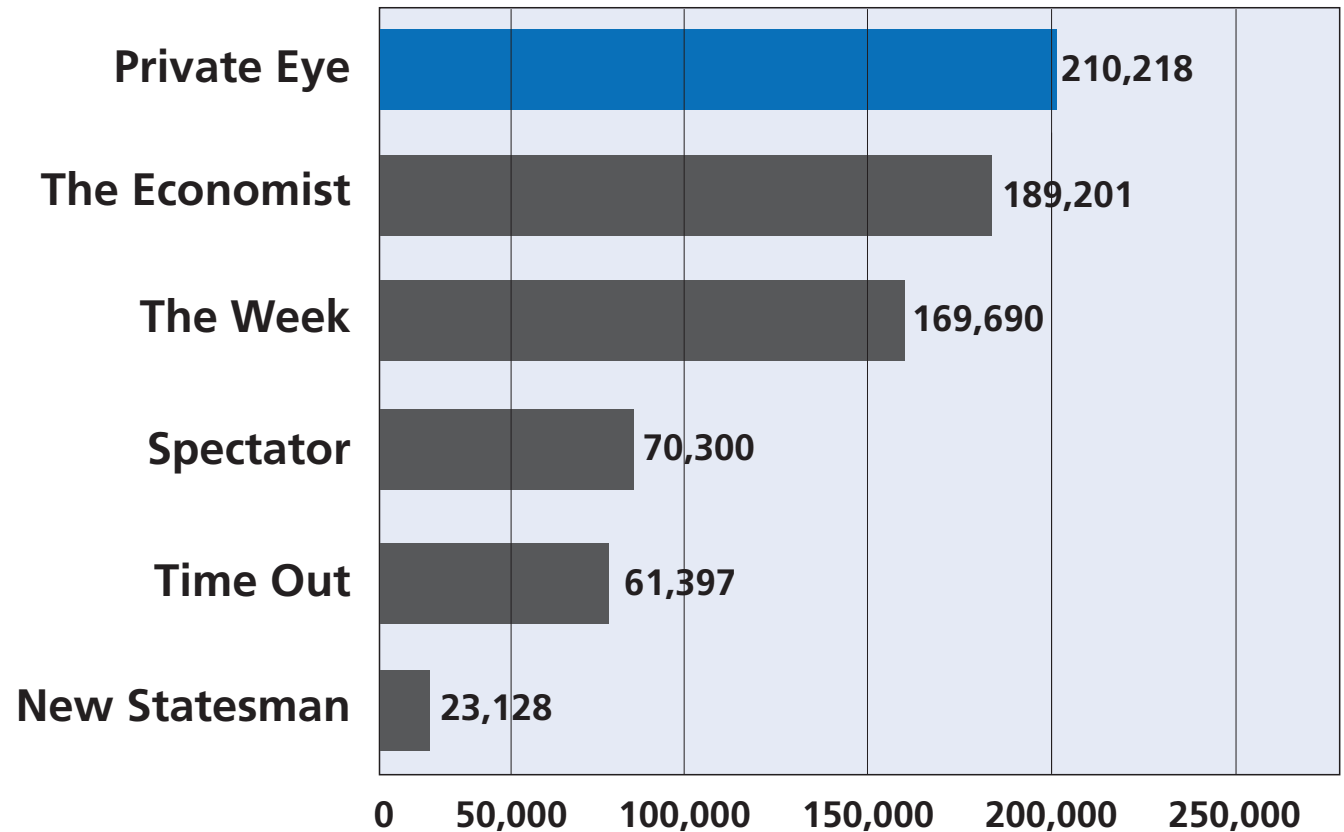
## ABC Comparisons

Private Eye	Readership Profile	Regular Advertisers	<b>ABC Comparisons</b>	Conclusion	Advertisement Rates & Data
-------------	--------------------	---------------------	------------------------	------------	----------------------------

### Total Net Circulations

Private Eye circulates 21,000 copies more than its closest circulating title

Source ABC Jul-Dec 09





# Media Information

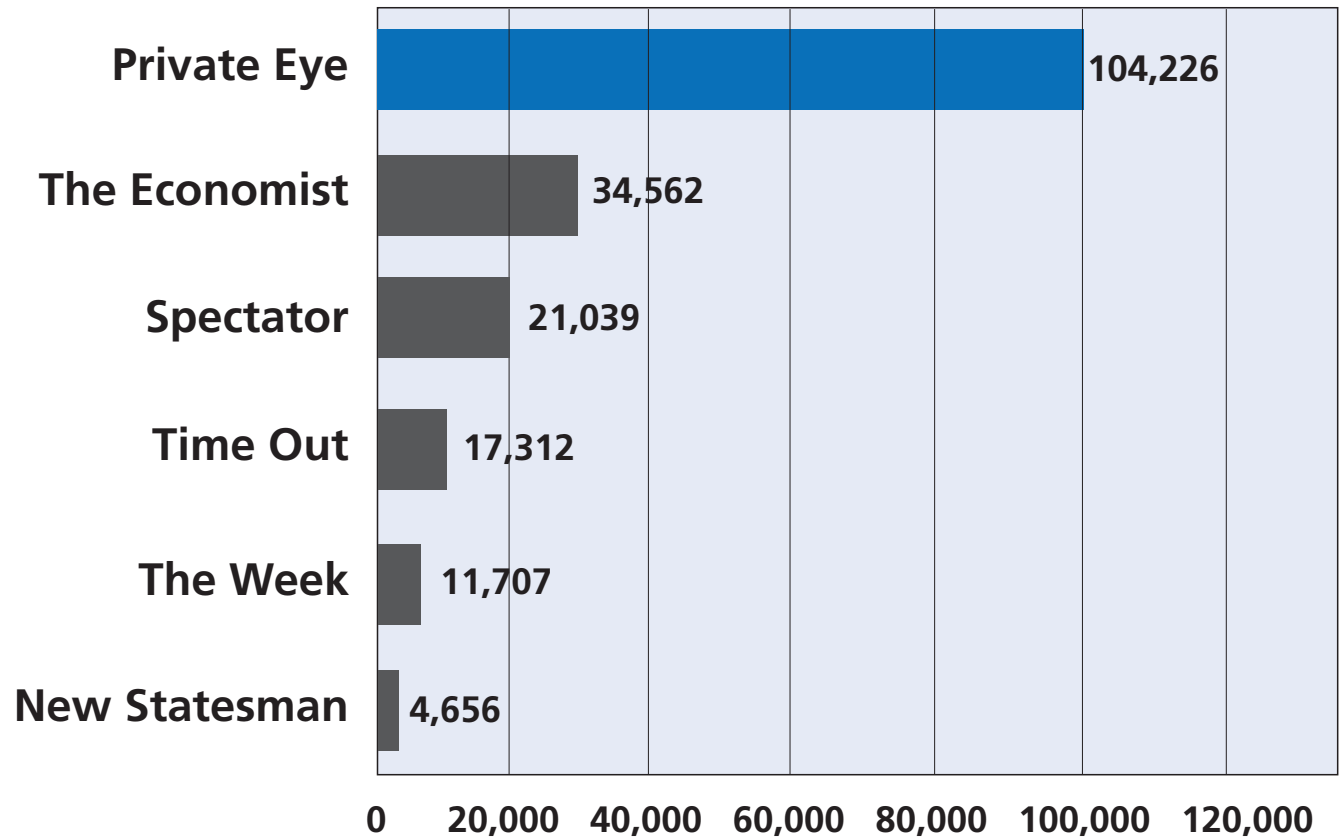
## ABC Comparisons

Private Eye	Readership Profile	Regular Advertisers	<b>ABC Comparisons</b>	Conclusion	Advertisement Rates & Data
-------------	--------------------	---------------------	------------------------	------------	----------------------------

## News Stand Circulations

Half of Private Eye circulation bought at news stand.  
Private Eye sells more newstand copies than all other magazines put together.

Source ABC Jul-Dec 09





# Media Information

## ABC Comparisons

Private Eye	Readership Profile	Regular Advertisers	<b>ABC Comparisons</b>	Conclusion	Advertisement Rates & Data
-------------	--------------------	---------------------	------------------------	------------	----------------------------

# Cost Comparison

Private Eye offers the most cost effective reach for your advertising campaign

Source ABC Jul-Dec 09  
+ published rate card

	Rate card cost	Circulation	CPT
Private Eye	£5550	210,218	<b>£26.40</b>
Spectator	£4242	70,300	£60.34
The Week	£8777	169,690	£51.72
Time Out	£4645	61,397	£75.66
The Economist	£19500	189,201	£103.06
New Statesman	£2640	23,128	£114.15



# Media Information

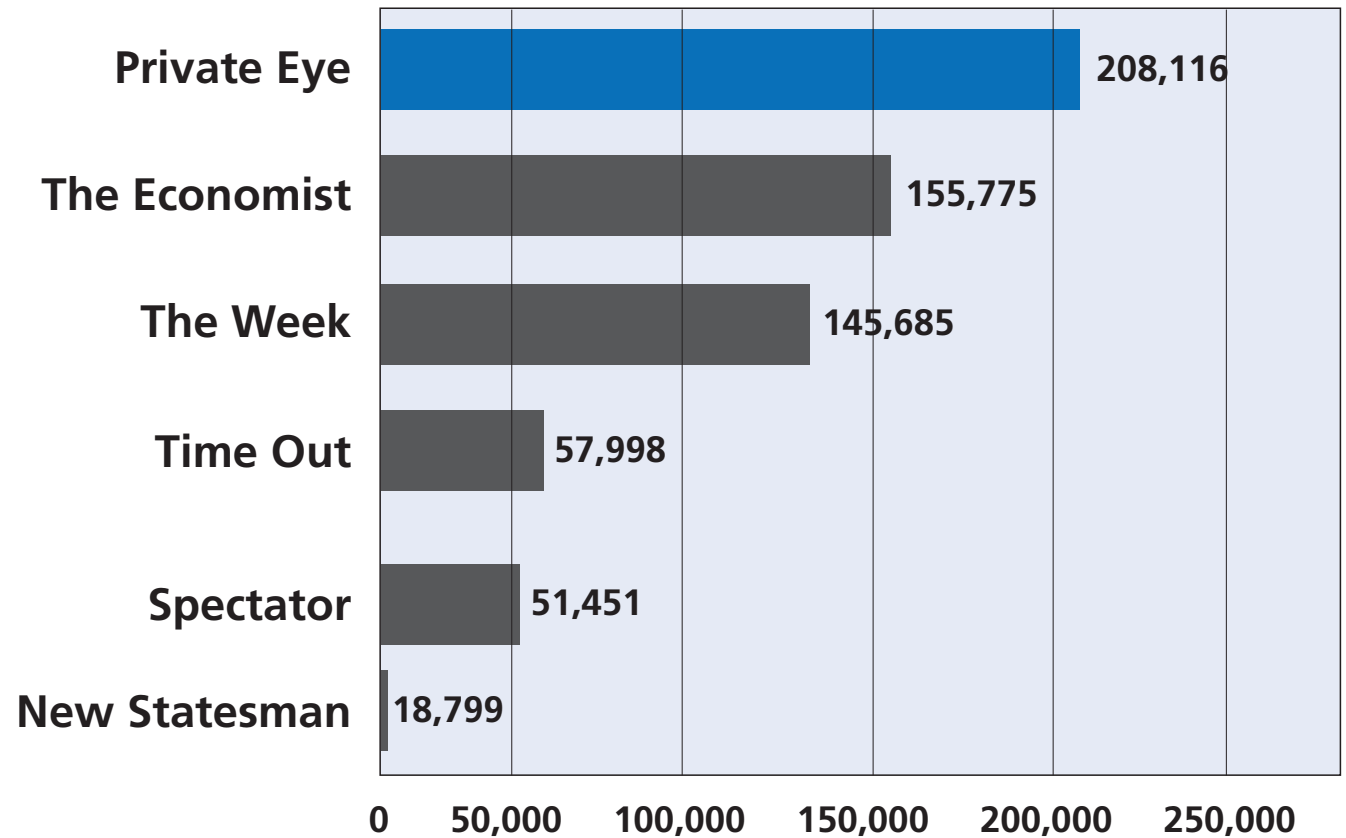
## ABC Comparisons

Private Eye	Readership Profile	Regular Advertisers	<b>ABC Comparisons</b>	Conclusion	Advertisement Rates & Data
-------------	--------------------	---------------------	------------------------	------------	----------------------------

### Actively Purchased

Private Eye is read by and relied upon by its readers, with 99% of all copies actively purchased

Source ABC Jul-Dec 09





# Media Information

Conclusion

Private Eye

Readership  
Profile

Regular  
Advertisers

ABC  
Comparisons

Conclusion

Advertisement  
Rates & Data

## Conclusion

Private Eye is the highest circulating magazine in the News & Current affairs market. Its loyal, quality readers eagerly await each copy's release with quick uptake and high subscription rates.

For the advertiser, Private Eye offers highly competitive cost efficiency for your campaign, reaching a broad audience of educated, high earning, mid-age range individuals who value quality and originality for their products and services.

Private Eye

Readership  
Profile

Regular  
Advertisers

ABC  
Comparisons

Conclusion

Advertisement  
Rates & Data

### Display (Colour)

Back cover	= £6550
Inside front cover	= £6550
Double page spread	= £8000
Full page	= £5550
Half page	= £3250
Quarter page	= £1900

**Loose inserts** = £95 per 1000 (max run 90,000 inserts)  
 Inserts are subject to publisher acceptance, please supply two copies for approval.

### Classified Lineage

£2.75 = per word (minimum £25) incl. VAT

### Semi-display

Mono = £45 scc    Colour = £55 scc

### Mechanical information

Full page	= 297mm x 210mm
Half page (horizontal)	= 134mm x 189mm
Half page (vertical)	= 270mm x 92mm
Quarter page (vertical)	= 134mm x 92mm
Column widths 1	= 44mm
2	= 92mm
3	= 140mm
4	= 189mm

### Production

Please provide advertisements as high resolution PDF's, ensuring that all pictures and fonts are embedded within the file. Ads may be uploaded to our FTP site:  
 87.236.254.152  
 Username: PEdisplay-advertising  
 Password: Password-69