



Media Information

Private Eye

Private Eye

Typical Reader

Regular Advertisers

ABC Comparisons

Conclusion

Advertisement Rates & Data



Circulation: 206,266 (ABC Jan-Jun 11)
Readership: 728,000 (NRS Oct 09 -Sept 10)
ABC1 Adults: 88%
Male: 68%

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 (two day) uptake. Readers are predominantly AB, male, educated, achievers and opinion formers with high disposable incomes.

To advertise contact:

Richard Stillman 020 7657 1837

Email: richard.stillman@tenalps.com

Visit: www.eyeadvertise.co.uk

Private Eye	Typical Reader	Regular Advertisers	ABC Comparisons	Conclusion	Advertisement Rates & Data
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Circulation: 206,266 (ABC Jan-Jun 11) Subscribers: 111,297 (ABC Jan-Jun 11) Readership: 728,000 (NRS Oct 09 -Sept 11) Average Age: 48	Readership Profile ABC1 Adults: 88% 643,000 Male: 68% 493,000 Female: 32% 235,000
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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/CEOs and 5% of MDs

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's household income is £50,169 which is £10,000 higher than AB adult average reader survey

253,000 Private Eye readers use the internet every day

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

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



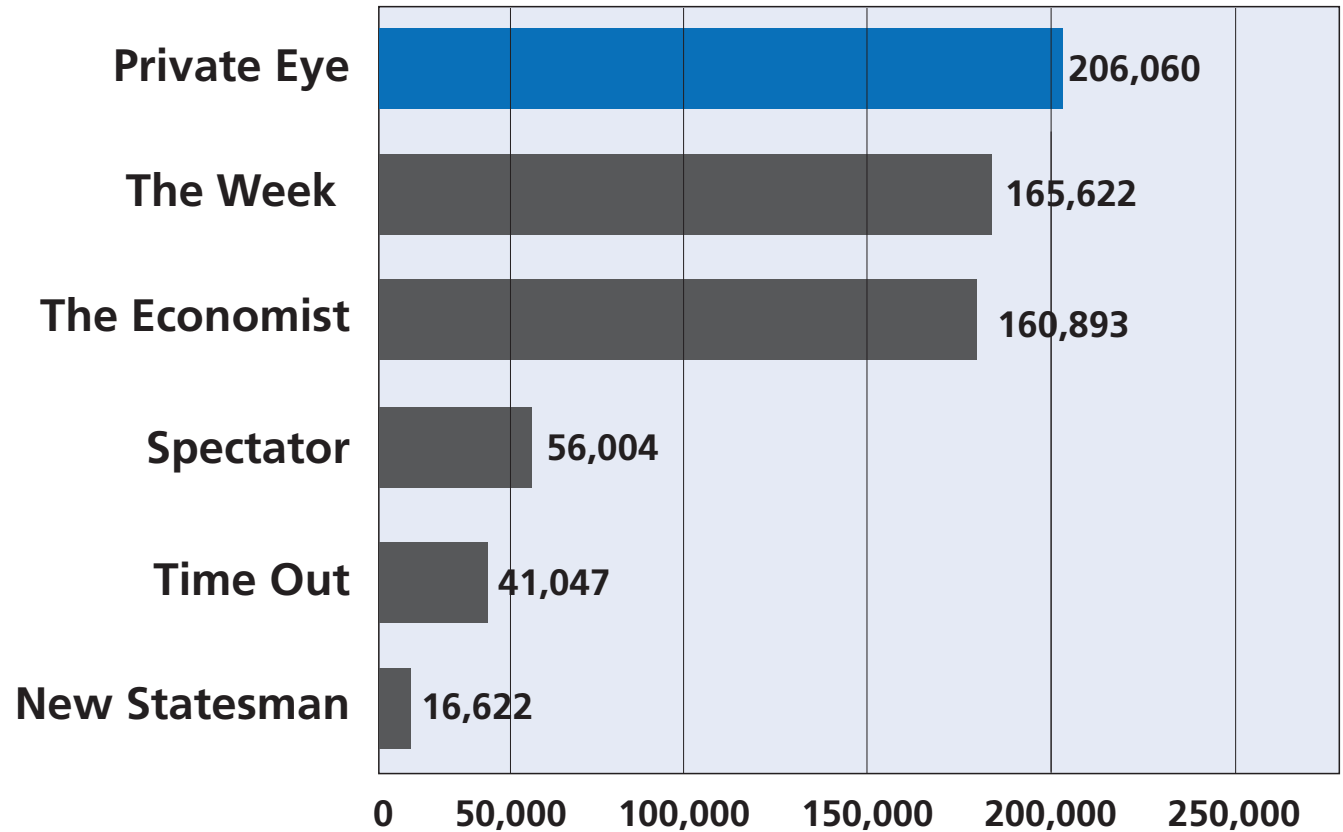
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98.9% Actively purchased

Private Eye is the best selling satire and current affairs title with 45,167 more actively purchased copies than any other current affairs title.





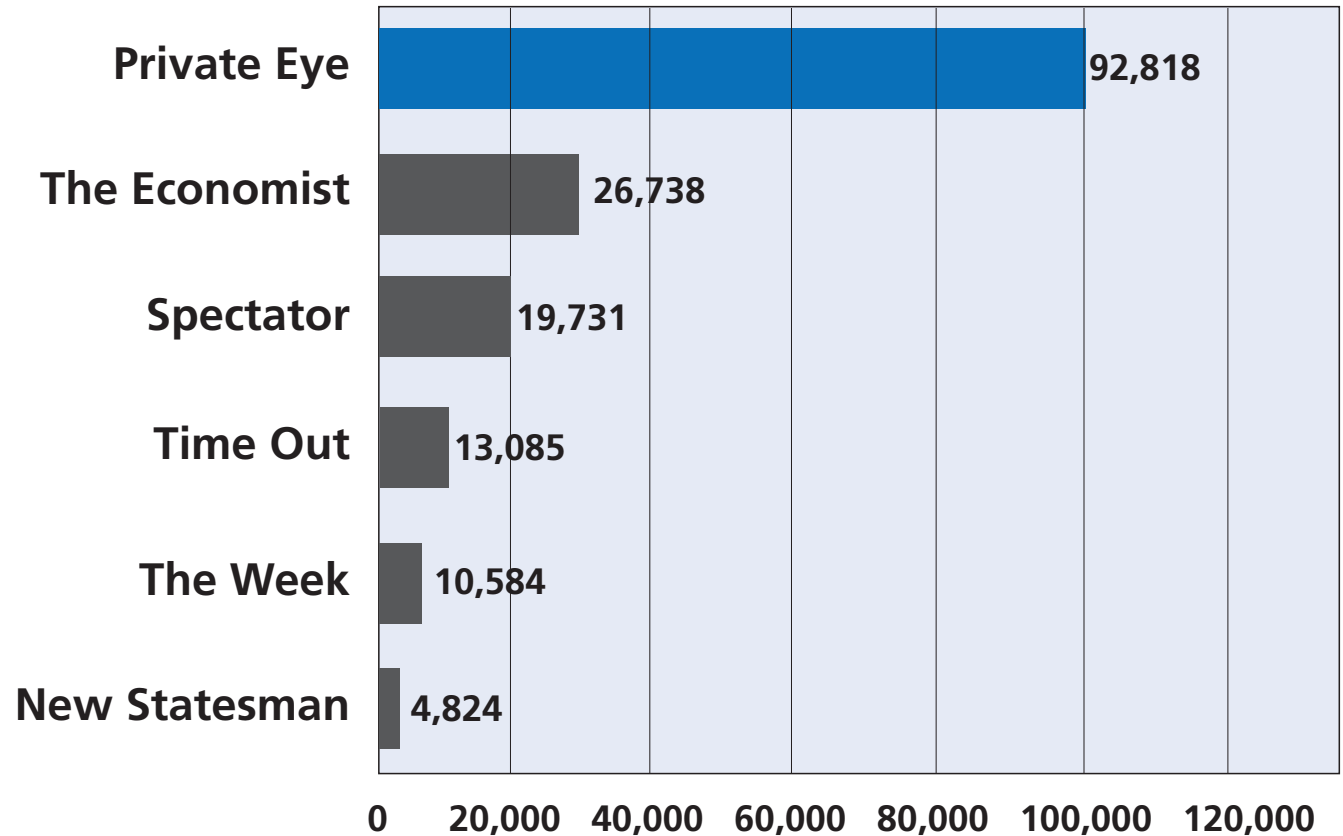
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Newsstand Circulations

Nearly half of Private Eye circulation is bought off newsstand. Private Eye sells more newsstand copies than all other UK current affairs titles put together.



Source ABC Jan-Jun 2011



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Cost Comparison

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

Source ABC Jan-Jun 2011 + published rate card

	Rate card cost	Circulation	CPT
Private Eye	£5,550	206,266	£26.91
The Week	£8,777	183,617	£47,80
Spectator	£5,078	62,852	£80,79
Time Out	£4,625	55,171	£83.83
New Statesman	£2,640	24,160	£109,27
The Economist	£19,700	210,318	£93.67



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Private Eye is the UK's Best Selling magazine in the News & Current affairs market. Its loyal, quality readers eagerly await each edition 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.



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Rate Card and Mechanical Data

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Display (Colour)

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

Loose inserts = £90 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

Please contact the Classified Team:

Tel: 020 7240 9129 Email: private-eye@tenalps.com

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

For advertising queries contact: Richard Stillman 020 7657 1837 Visit: www.eyeadvertise.co.uk Email: richard.stillman@tenalps.com