

# Consumer Magazines

Combined Total Circulation Certificate

July to December 2016



Setting the standard

## Private Eye



# PRIVATE EYE

### Key information

#### Metric type

Circulation

#### ABC total

250,204 average - print & digital (gross)  
250,204 average (print)  
0 average (digital)

#### Period

1 July 2016 to 31 December 2016

#### No of issues

13

#### Market sector

News & Current Affairs: Domestic

#### Contact details

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### Circulation analysis

Actively purchased - print & digital circulation (UK & ROI)	99.9%
Price: Basic cover price	£1.80
Published annual UK subscription rate	£34.00
Published annual ROI subscription rate	£38.00
Published annual other countries subscription rate	£38.00

### Circulation breakdown (print only)

Retail and other Single Copy Sales	105,077
Single Copy Subscription Sales	142,883
All You Can Read Sales	
Multiple Copy Subscription Sales	8
Requested Sponsored Subscription Sales	
Corporate Digital Edition Subscriptions	
Multiple Copy Sales	2,214
Multiple Copy Business Sales	
Society / Association / Organisation	
Controlled Free Circulation	
Non-Controlled Free	22
Monitored Free Distribution	
Free Retail Voucher Copies	
Sample Free Distribution	

1 July to 31 December 2016

## Analysis of Circulation

	Total	UK & Rol	Other Countries
Average Circulation - print & digital (gross)	250,204	236,963	13,241

	Total		UK & Rol		Other Countries	
	Print	Digital	Print	Digital	Print	Digital
<b>Average Circulation Per Issue</b>	250,204	-	236,963	-	13,241	-
<b>Retail and Single Copy Sales</b>	105,077	-	105,077	-	-	-
At Basic Cover Price	105,077	-	105,077	-	-	-
Below BCP but not less than 50%	-	-	-	-	-	-
Less than 50% of BCP but not less than 20%	-	-	-	-	-	-
Less than 20% of BCP	-	-	-	-	-	-
<b>Single Copy Subscription Sales</b>	142,883	-	131,646	-	11,237	-
At Basic Annual Rate	93,442	-	85,825	-	7,617	-
Below BAR but not less than 50%	49,440	-	45,820	-	3,620	-
Less than 50% of BAR but not less than 20%	1	-	1	-	-	-
Less than 20% of BAR but not less than 10%	-	-	-	-	-	-
Less than 10% of BAR	-	-	-	-	-	-
<b>All You Can Read Sales</b>	-	-	-	-	-	-
<b>Multiple Copy Subscription Sales</b>	8	-	4	-	-	-
At Basic Annual Rate	7	-	3	-	4	-
Below BAR but not less than 50%	1	-	1	-	-	-
Less than 50% of BAR but not less than 20%	-	-	-	-	-	-
Less than 20% of BAR but not less than 10%	-	-	-	-	-	-
Less than 10% of BAR	-	-	-	-	-	-
<b>Requested Sponsored Subscription Sales</b>	-	-	-	-	-	-
<b>Corporate Subscription Sales</b>	-	-	-	-	-	-
<b>Multiple Copy Sales</b>	2,214	-	214	-	2,000	-
<b>Multiple Copy Business Sales</b>	-	-	-	-	-	-
<b>Society / Association / Organisation Circulation</b>	-	-	-	-	-	-
<b>Controlled Free Circulation</b>	-	-	-	-	-	-
<b>Non-Controlled Free Circulation</b>	22	-	22	-	-	-
By Name	22	-	22	-	-	-
Not by Name	-	-	-	-	-	-
<b>Monitored Free Distribution</b>	-	-	-	-	-	-
<b>Free Retail Voucher Copies</b>	-	-	-	-	-	-
<b>Sample Free Distribution (Monitored Free Distribution)</b>	-	-	-	-	-	-

## Actively Purchased Analysis

	Total	UK & Rol	Other Countries			
Actively Purchased - print & digital	99.1%	99.9%	84.9%			
	Print	Digital	Print	Digital	Print	Digital
	99.1%	0%	99.9%	0%	84.9%	0%

1 July to 31 December 2016

**Other Analysis**

	Total	United Kingdom & Republic of Ireland	Other Countries
Multi Packed Retail Circulation (Print)	0%		
Publication Active Views (Digital)	-	-	-

**Price:** The following prices are accurate for the end of the audit period.

Basic Cover Price	£1.80
Published Annual UK Subscription Rate	£34.00
Published Annual RoI Subscription Rate	£38.00
Published annual other countries subscription rate	£38.00

**Duplication:**

The mailing list for the audit issue was tested, the level of duplication found was: 0%

**Multiple Copy Sales Analysis (print only)**

Category	Quantity	Percent
	<b>2,214</b>	<b>100%</b>
Hotels	214	9.7
Others	2,000	90.3

**Issue by Issue Analysis (print only)**

Only variances of 10% or more are reported

Cover Date or Issue Identifier	Issue Variance from Total Average	Monitored Free Distribution				Sample Free Distribution
		Total	Net by Hand	Net - Other	Gross	
1422	-	-	-	-	-	-
1423	-	-	-	-	-	-
1424	-	-	-	-	-	-
1425	-	-	-	-	-	-
1426	-	-	-	-	-	-
1427	-	-	-	-	-	-
1428	-	-	-	-	-	-
1429	-	-	-	-	-	-
1430	-	-	-	-	-	-
1431	-	-	-	-	-	-
1432	-	-	-	-	-	-
1433	-	-	-	-	-	-
1434	14.95	-	-	-	-	-

**Issue by Issue Circulation Analysis (print only)**

Data does not include adjustments for prior audit period reconciliations.

Issue Month	Number of Issues	Total Average Circulation	Average Actively Purchased Circulation (Print)	% Actively Purchased (Print)
July	2	261,387	259,358	99.2%
August	2	240,490	238,321	99.1%
September	3	241,993	239,685	99%
October	2	248,386	246,078	99.1%
November	2	246,251	243,944	99.1%
December	2	269,289	266,982	99.1%

## More Information

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'Gross' appended to the print and digital total reflects that the print total and the digital total have been combined without de-duplication.

To find out more about ABC, please visit [www.abc.org.uk](http://www.abc.org.uk)

To find out more about the Consumer Magazines sector and the definitions used on this certificate, please visit: [www.abcstandards.org.uk](http://www.abcstandards.org.uk)

## About this certificate

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This certificate was issued on 9 February 2017.

The data included is derived from a return of circulation prepared by the publisher: Pressdram Ltd.

The Publisher has certified that the data has been reported in accordance with ABC reporting standards. If an audit or inspection reveals a material difference ABC will revise and re-issue the certificate together with an audit/inspection report detailing the changes. For details of audit or inspection reports issued or the reporting standards and procedures, please contact ABC.

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