Consumer Magazines Combined Total Circulation Certificate July to December 2016



Setting the standard

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

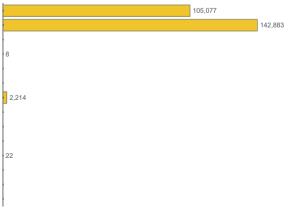
Market sector News & Current Affairs: Domestic

Circulation analysis

Actively purchased - print & digital circulation (UK & ROI)		
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 Single Copy Subscription Sales All You Can Read Sales Multiple Copy Subscription Sales 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











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1 July to 31 December 2016

Analysis of Circulation

Average Circulation wint 9 divited (average)	Total 250,204		UK & Rol		Other Countries	
Average Circulation - print & digital (gross)	250,2	204	236,	963	13,2	41
	Tat			Dal	Other Ca	untrico
	Tot Print	Digital	UK & Print	Digital	Other Co Print	Digital
Average Circulation Per Issue	250,204	-	236,963	-	13,241	-
Retail and Single Copy Sales	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		-		-		-
Single Copy Subscription Sales	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	-	-	-	-	-	-
All You Can Read Sales		-		-		-
Multiple Copy Subscription Sales	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	-		-		-	
Requested Sponsored Subscription Sales	-	-	-	-	-	-
Corporate Subscription Sales		-		-		-
Multiple Copy Sales	2,214	-	214	-	2,000	-
Multiple Copy Business Sales		-		-		-
Society / Association / Organisation Circulation	-	-	-	-	-	-
Controlled Free Circulation	-	-	-	-	-	-
Non-Controlled Free Circulation	22		22		-	
By Name	22		22		-	
Not by Name	-		-		-	
Monitored Free Distribution	-		-		-	
Free Retail Voucher Copies	-		-		-	
Sample Free Distribution (Monitored Free Distribution)			-		-	

Actively Purchased Analysis

	То	tal	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%

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 Rol 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)

	Quantity	Percent
Category	2,214	100%
Hotels	214	9.7
Others	2,000	90.3

Issue by Issue Analysis (print only)

Only variances of 10% or more are reported

	Issue Variance		Monitored Free Distribution				
Cover Date or Issue Identifier	from Total Average	Total	Net by Hand	Net - Other	Gross	Sample Free Distribution	
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%

Private Eye

1 July to 31 December 2016

More Information

'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

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

About this certificate

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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