

ESPL Established December 2000 - First edition May 2001

EYE SPY

INTELLIGENCE MAGAZINE

UK OFFICE: P O Box 10, Skipton, North Yorkshire, BD23 5US

Telephone: 01756 770199

**USA OFFICE: Eye Spy International, Empire State Building, 350 Fifth Avenue,
59th Floor, New York, NY 10118-0069**

Telephone Toll Free: 877 309 9243



MEDIA AND ADVERTISING INFORMATION

Dear Sir/Madam

Thank you for requesting Eye Spy's Media Pack and Advertising Rate Card.

Eye Spy is the world's only intelligence and espionage newsstand magazine. As such, it is a firm favourite with both professionals and the public alike. Established in December 2000, Eye Spy first appeared in May 2001, and has recently celebrated publication of its 78th edition.

As a specialist magazine, Eye Spy boasts a huge circulation of over 40,000 worldwide. The magazine is available in most high street book stores and most major and regional airports and train stations (travel points). It is also on sale in a further 14,000 smaller outlets. Eye Spy is on sale in 42 countries worldwide. Of further interest, Eye Spy has a massive subscriber following, including 300 official intelligence, defence, government and embassy offices. These include prestigious and notable agencies and officials.

Eye Spy is famous for its professional and responsible comment and features - most of which concern espionage tradecraft and intelligence gathering.

Eye Spy consultants feature regularly on television and radio and have often been called upon to assist film and documentary makers.

Please digest the content of this media pack, but do not hesitate to contact me if I can be of further assistance.

Assuring you of my best attention at all time

Mark Birdsall
Managing Editor

e-mail: editor@eyespymag.com

EYE SPY INTELLIGENCE MAGAZINE MEDIA DATA

Publisher Eye Spy Publishing Limited

Published from United Kingdom

Printed in United Kingdom

Language English only

Frequency 8 Times a year (every 6-7 weeks)

Format A4

Number of pages 84 Full colour throughout

DISTRIBUTION International 40-42 Countries

Distributors

United Kingdom/Europe/Worldwide Imagine UK

North America Imagine Circulation

Circulation 40,000-45,000

United Kingdom 15,000

United States of America 25,000

Europe/Worldwide 2500

Subscribers 2500

Electronic Subscribers 10,000+

NEWS AGENTS/BOOK STORES/RETAILERS Eye Spy Intelligence Magazine

To stock Eye Spy please contact:

IMAGINE
David Blackett

Imagine Magazine Sales & Marketing Limited

Telephone: 0845 612 0094

+44 (0)7930 385 180

Full colour authoritative publication carrying features and news items on espionage, intelligence matters and related stories. Also includes historical events on codebreaking, spy cases etc. Features on terrorism, security, aviation and travel are covered, plus future spy technology.

Eye Spy bridges the gap between official intelligence services and the public. "Demystifies" is a word frequently used to describe the magazine

READER PROFILE



- Approximately 70 per cent male

- Age group (both sexes) 18-85

- Public 40 per cent

- Official/Government/Corporate 20 per cent

- Intelligence Staff 20 per cent

- Security industry and media 20 per cent

Most foreign embassies subscribe to Eye Spy in the UK and USA, though a large number subscribe via agencies in their own respective countries

EYE SPY INTELLIGENCE MAGAZINE ADVERTISING RATES THROUGH 2012*

Full Page	£600.00	\$1250.00
Back Page	£1500.00	£3000.00
Inside Cover	N/A	N/A
Half Page Horizontal	£300.00	\$600.00
Half Page Vertical	£300.00	\$600.00
Quarter Page Vertical	£150.00	\$300.00

SEE ALSO CUSTOM SIZE

LOOSE INSERTS Price dependent on insert weight

LOOSE INSERTS FOR SUBSCRIBER MAGS Price dependent on insert weight

UK rates subject to VAT

Mechanical Data	Print Area	190mm x 275mm
	Trim Size	210mm x 297mm
	Bleed Size	220mm x 308mm

Material Required	Preferably EPS or Tiff files for adverts small than full page. PDF for full page acceptable. Film accepted on for full page adverts - with colour proof. In most cases, especially small classified adverts, Eye Spy will compose free of charge. In this case a rough design is requested. A design proof is returned for approval. Images such as logos or banner should be fairly high resolution and formatted as jpeg. For more information, contact Eye Spy and ask for “advertising”.
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Copy Deadlines See Copy Close Dates/On Sale Section

** Subject to price rate remaining the same*

PAGE DIMENSIONS FOR PLACE ADVERTS

Full Page within text block	270mm x 185mm
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Full page with bleed	220mm x 308mm
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Half Page Horizontal	135mm x 185mm
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Half Page Vertical	270mm x 91mm
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Quarter Page Vertical	135mm x 91mm
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CLASSIFIED ADVERTISING

Words

75p UK per word

\$1 USA per word

Minimum charge

£10.00 UK

\$20.00 USA

This type of classified advert can be e-mailed to: adverts@eyespyimag

Please telephone to provide credit card details or send a cheque/postal order to Eye Spy
Font used in all classified inserts is Swiss 721 size 6-7 - header is bold

CUSTOM SIZES

Custom Size A UK £30.00 USA \$60.00 44mm x 25mm

Custom Size B UK £40.00 USA \$80.00 60mm x 20mm

Custom Size C UK £40.00 USA \$80.00 44mm x 40mm

Custom Size D UK £50.00 USA \$100.00 60mm x 40mm

Custom Size E UK £75.00 USA \$150.00 60mm x 80mm

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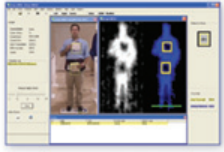
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Custom Size F

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90mm x 65mm

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Classes start April 16 thru May 18, 2007 in Vila Real, Portugal

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Base Course Price starts at: \$3.995 USD




Custom Size G

UK £150.00 USA \$300.00

140mm x 95mm

Eye Spy will consider other sizes - please contact advertising for assistance and price quote.

Discounts are also available for block-bookings.



PUBLISHING SCHEDULE 2014-15

EYE SPY ISSUE NUMBER	ON SALE DATE	ADVERTISERS COPY CLOSE DATE
Number 89	20 February 2014	10 February 2014
Number 90	03 April 2014	22 March 2014
Number 91	19 June 2014	1 June 2014
Number 92	14 August 2014	1 August 2014
Number 93	16 October 2014	1 October 2014
Number 94	18 December 2014	1 December 2014
Number 95	31 February 2015	13 February 2015

USEFUL INFORMATION

Eye Spy Contact Addresses

UK OFFICE: P O Box 10, Skipton, North Yorkshire, BD23 5US
Telephone: 01756 770199

USA OFFICE: Eye Spy International, Empire State Building, 350 Fifth Avenue,
59th Floor, New York, NY 10118-0069
Telephone Toll Free: 877 309 9243

CANADIAN BUREAU: Eye Spy Magazine, Canadian Bureau, P O Box 153,
Port Perry, Ontario, Canada, L9L 1A3
Telephone Toll Free: 877 309 9243

To contact any of our consultants, please send an e-mail to: eyespymedia@eyespymag.com
Please state the nature of your enquiry. Similarly, you can call any of the numbers featured above, or write to the UK or USA office

Office Hours:

12.00noon - 6.00pm UK

7.00am 4.00pm EST USA

EDITOR'S NOTE

Don't forget to check out 'About Eye Spy' PDF for full details of Eye Spy's editorial content. Also sample a few hi-res spreads taken directly from a number of previous issues in our 'Bonus Pages' Hi-Res PDF

