

**THE BIG
ISSUE**

**SMART.
SAVVY.
SUCCESSFUL.**

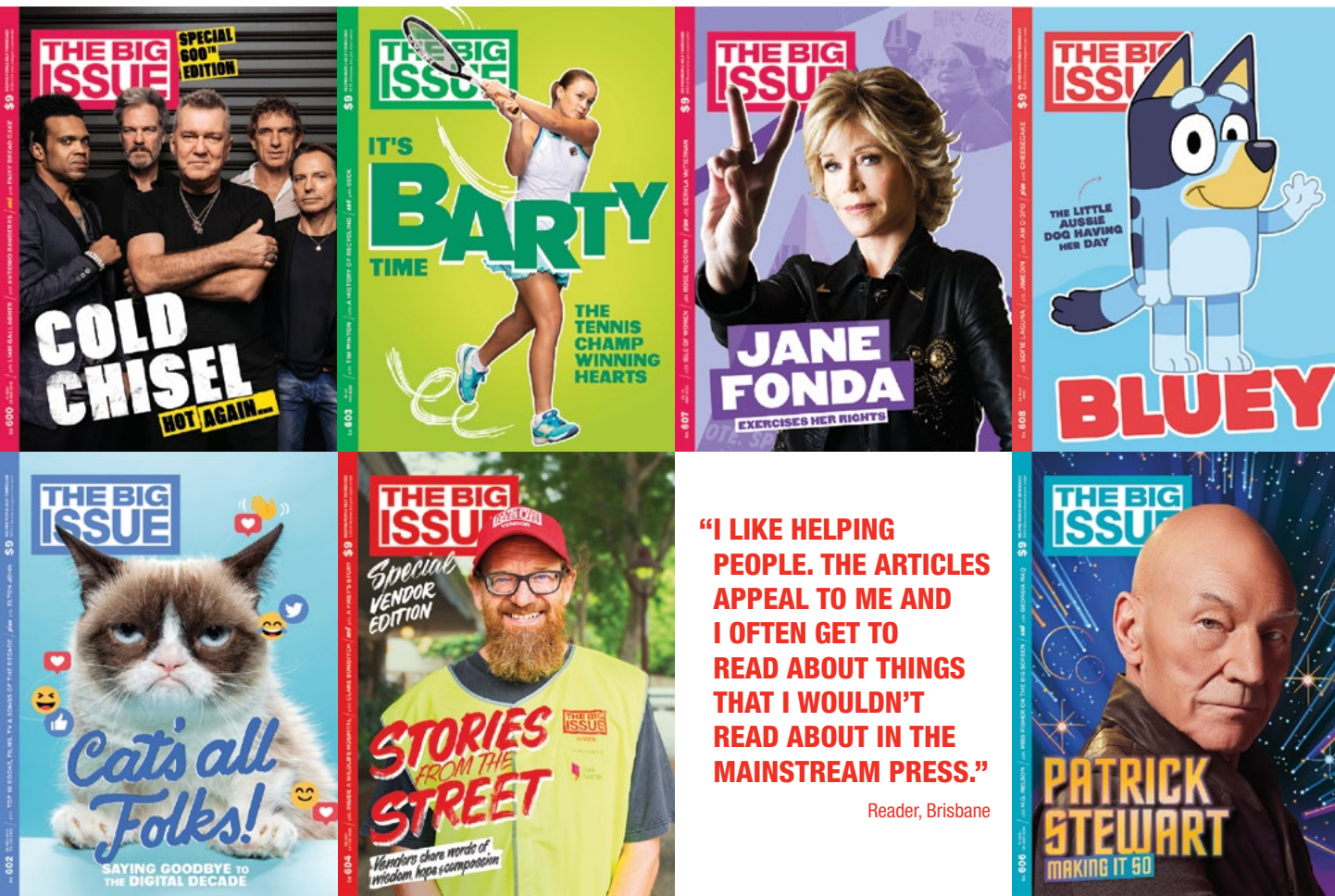
MEDIA KIT 2020



WHAT'S IN IT?

Featuring independent, high-quality journalism, *The Big Issue* magazine is jam-packed with current affairs, general interest stories, personal experiences, humour, arts and entertainment –

with photography, books, movies and music being regular features in every issue.



"I LIKE HELPING PEOPLE. THE ARTICLES APPEAL TO ME AND I OFTEN GET TO READ ABOUT THINGS THAT I WOULDN'T READ ABOUT IN THE MAINSTREAM PRESS."

Reader, Brisbane

REGULAR FEATURES

The Big Issue is a lively, informative and often cheeky general-interest magazine with a social conscience. We are media that makes a difference – to the people who sell our mag, and through the stories we are able to tell every edition.

Vendor Profile: our people share their life stories.

Letter to My Younger Self: reflective words of wisdom from the famous and infamous among us.



Tastes Like Home: chefs, cooks and foodies share their favourite recipes and why they mean home to them.

"I LIKE TO GET IT AND MAKE TIME FOR WHEN I CAN READ IT UNINTERRUPTED – COVER TO COVER." Reader, Sydney

THE BIG STATS

Many of our readers are regular, loyal buyers who have developed a connection with their vendor, or support the Women's Subscription Enterprise through a subscription. We have a growing readership base and online presence – advertise with us and we'll help you reach your audience.



288,000
READERSHIP (FORTNIGHTLY)

22,000
CIRCULATION (FORTNIGHTLY)

2,500
SUBSCRIBERS



OUR SUBSCRIBERS

The Big Issue has 2,500 subscribers including a vast number of great Australian brands.



Government of **Western Australia**
Department of **Communities**



**THE BIG ISSUE IS ONE OF ONLY FIVE
GENERAL INTEREST MAGAZINES TO
INCREASE ITS READERSHIP OVER THE
PAST YEAR, UP BY 8.7%** Roy Morgan Research

OUR AUDIENCE

Our readers are socially aware, culturally engaged, philanthropic and loyal.



85%

SPEND AN HOUR READING
THE MAGAZINE EVERY FORTNIGHT



40%

BUY THE MAGAZINE AT
LEAST ONCE A MONTH



66%

HAVE BOUGHT THE MAGAZINE
FOR THREE OR MORE YEARS



90%

WOULD RECOMMEND THE MAGAZINE
TO THEIR FRIENDS AND FAMILY



35%

ARE PROFESSIONALS
OR MANAGERS

35%

EARN OVER \$40K

23%

EARN OVER \$100K



88%

OF READERS DONATE TO
NOT-FOR-PROFIT ORGANISATIONS

29%

ALL OTHER STATES

39%

VIC

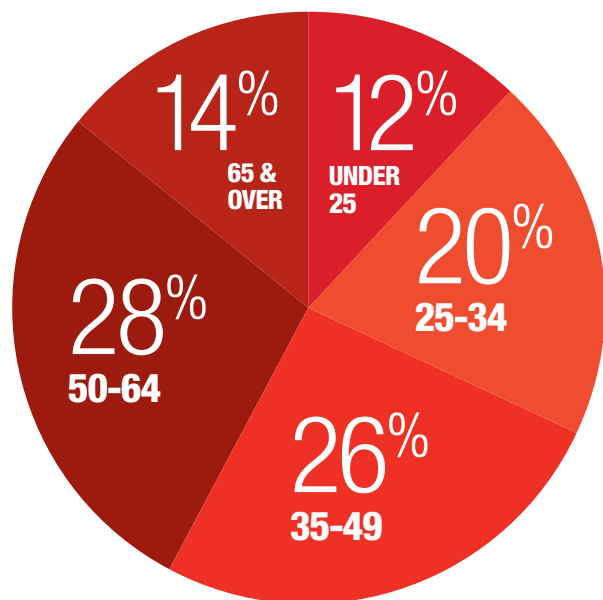
32%

NSW

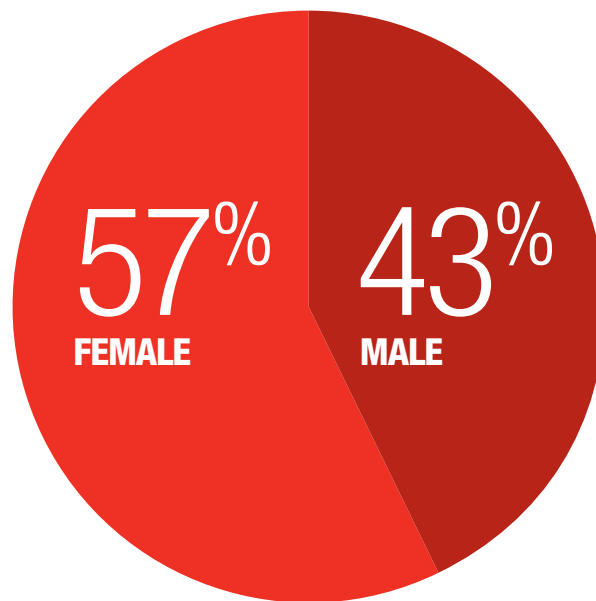


GAUGING READERS

Readers of *The Big Issue* are:



AGE



GENDER

“ADVERTISING WITH THE BIG ISSUE WORKS
IT’S THE ONLY TIME
WE’VE EVER RECEIVED
A NOTE FROM A READER
REGARDING AN AD!

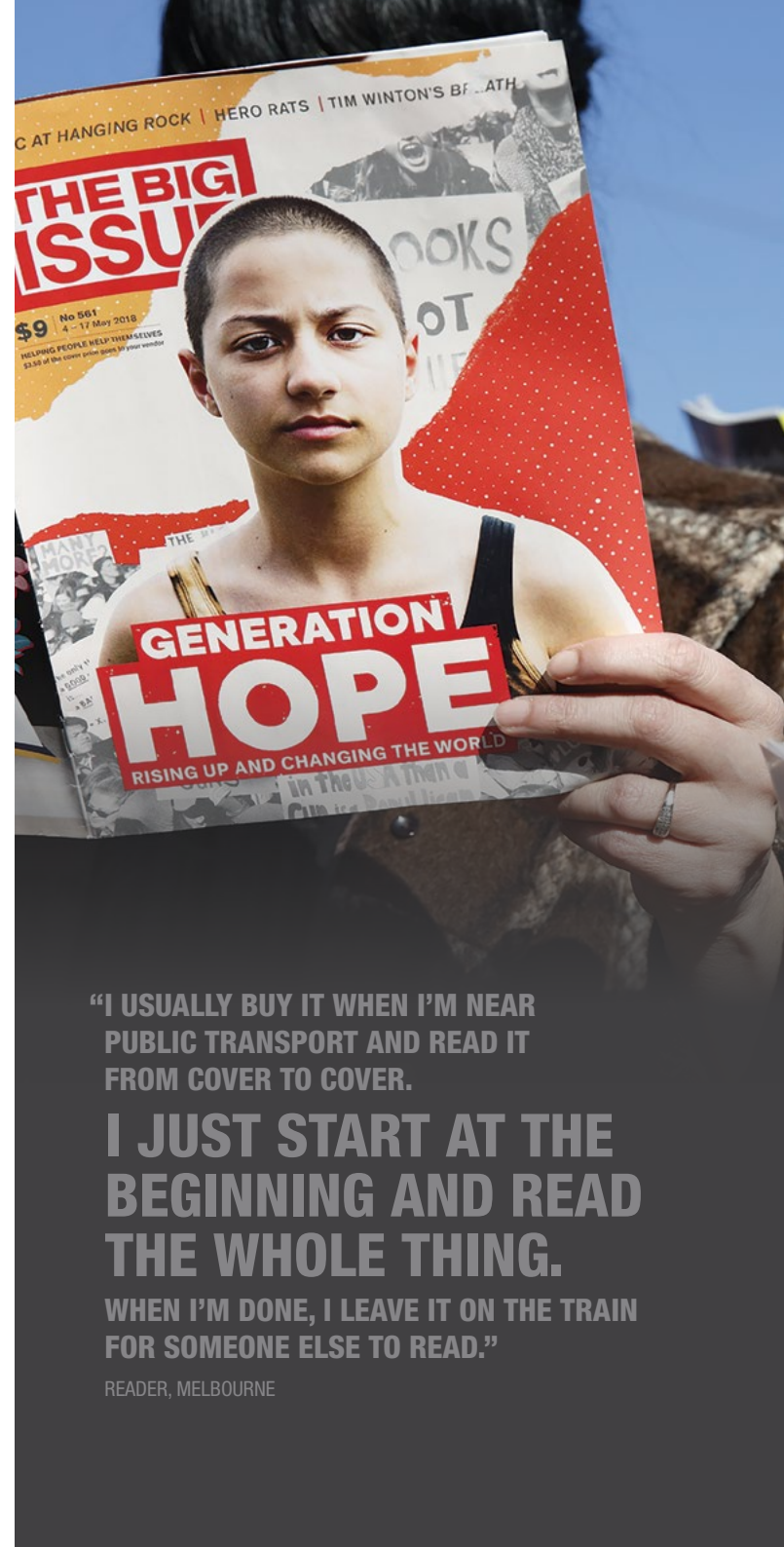
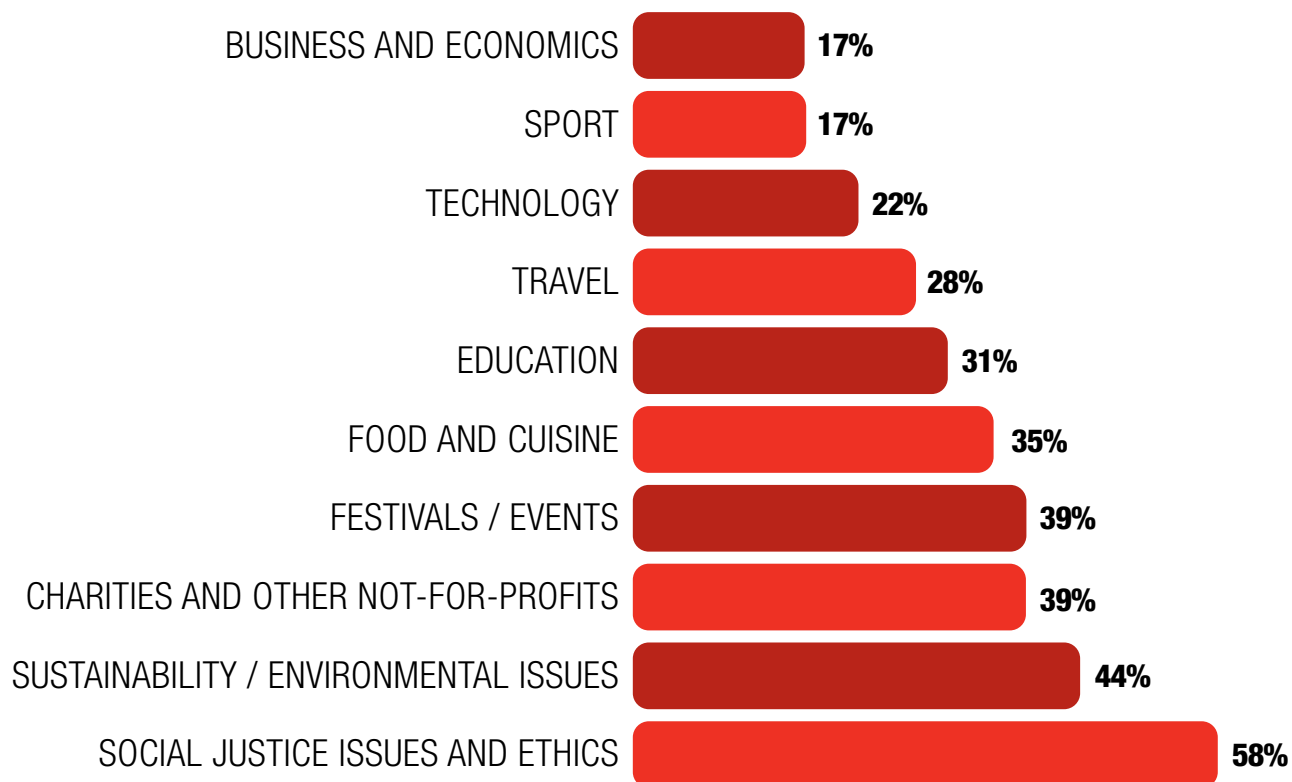
WE BELIEVE IN THE BIG ISSUE’S REACH AND WE
ALSO HAVE CONSISTENTLY GREAT EXPERIENCES
WORKING WITH THEIR ADVERTISING TEAM.”

Text Publishing



GAUGING READERS

Topics of interest to our readers:



"I USUALLY BUY IT WHEN I'M NEAR PUBLIC TRANSPORT AND READ IT FROM COVER TO COVER.

I JUST START AT THE BEGINNING AND READ THE WHOLE THING.

WHEN I'M DONE, I LEAVE IT ON THE TRAIN FOR SOMEONE ELSE TO READ."

READER, MELBOURNE

“IT IS OUR PLEASURE

TO ADVERTISE AND BE ASSOCIATED
WITH THE BIG ISSUE - A PUBLICATION
THAT MAKES A DIFFERENCE!”

PIRANHA

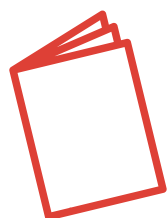


THE BIG MILESTONES

We are Australia's longest-standing and most significant social enterprise, with plenty of achievements along the way



13 MILLION
MAGAZINES HAVE BEEN SOLD



600+
EDITIONS HAVE BEEN PRODUCED



\$31M
HAS GONE DIRECTLY
INTO VENDORS' POCKETS



\$25K
ESTIMATED REDUCTION PER VENDOR,
PER YEAR TO SAVE THE COMMUNITY
IN USE OF SOCIAL SERVICES



24 YEARS
RUNNING AUSTRALIA'S MOST RECOGNISED
AND SUCCESSFUL SOCIAL ENTERPRISE

**OVER 800+ VENDORS
SELL THE MAGAZINE
NATIONALLY**



**"THE BIG ISSUE SOCIAL ENTERPRISE
HAS A PROFOUND
IMPACT ON THE LIVES**

**OF THOSE IN OUR COMMUNITY WHO
ARE MARGINALISED BY HOMELESSNESS.
THIS, TOGETHER WITH ITS QUALITY
EDITORIAL CONTENT AND ABILITY TO
CONNECT WITH ITS READERS IN A
UNIQUE WAY, MAKES IT AN EFFECTIVE
PLATFORM FOR OUR STORYTELLING."**

ORIGIN ENERGY FOUNDATION



A GOOD FIT FOR ADVERTISERS

An increase in readership over the last few years has resulted in *The Big Issue* becoming one of the fastest growing magazines in Australia, while many other magazines are declining. And when you advertise in *The Big Issue*, you also know your money is going towards a great cause.



ETHICAL
CORPORATE PRODUCTS
WITH ETHICAL STANDARDS



SOCIALLY
CONSCIOUS



ENVIRONMENTALLY
CONSCIOUS



CULTURE AND
THE ARTS



DONATION
CAMPAIGNS



NOT FOR
PROFITS



SOCIAL
ENTERPRISES



EDUCATION

“HOMELESSNESS IS THE AREA WE HAVE CHOSEN TO FOCUS OUR COMMUNITY INVESTMENT ON AND WE’VE BEEN PROUD PARTNERS OF THE BIG ISSUE SINCE 2014.

DURING THIS TIME, WE’VE BEEN LUCKY ENOUGH TO SEE THE WOMEN’S SUBSCRIPTION ENTERPRISE GROW FROM STRENGTH TO STRENGTH, CREATING MEANINGFUL EMPLOYMENT FOR VULNERABLE WOMEN AROUND AUSTRALIA.”

REA GROUP



40%

of our readers fit into the Socially Aware category.

Our readers are 257% more likely than the general population to be socially aware.

14%

of our readers fit into the Young Optimism category.

Our readers are 132% more likely than the general population to be Young Optimism.

48%

of our readers agree with the statement

‘I believe a % of everyone’s income should go to charities’.

Our readers are 206% more likely to agree with this statement than the general population.

OUR PARTNERS

Corporate Australia supports The Big Issue through advertising, subscriptions and partnerships



**“OUR PARTNERSHIP WITH THE BIG ISSUE IS
PART OF OUR PURPOSE
TO CREATE A POSITIVE
IMPACT FOR PEOPLE
IN OUR SOCIETY.**

**WE’RE PROUD TO SEE OUR BRAND
ASSOCIATED WITH A SUCH A LONG
STANDING AND ADMIRABLE SOCIAL
ENTERPRISE THAT IS HELPING PEOPLE
WORK HARD TO IMPROVE THEIR LIVES.”**

BANK AUSTRALIA

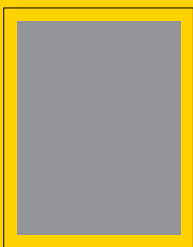


THE IMPORTANT SPECS

FULL PAGE

180mm (w) x 235mm (h)

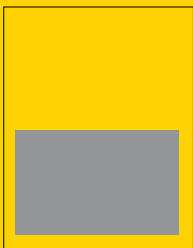
No bleed



HALF PAGE

180mm (w) x 115mm (h)

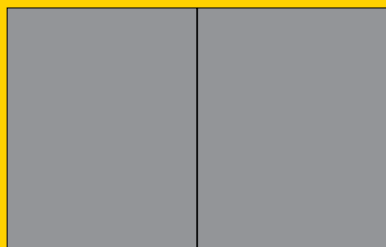
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DOUBLE PAGE SPREAD

420mm (w) x 270mm (h)

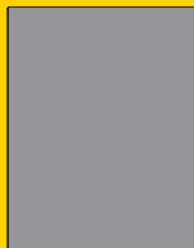
5mm bleed (all edges)



INSIDE/OUTSIDE BACK COVER

210mm (w) x 270mm (h)

5mm bleed



- PDF is the preferred format for supplied artwork.
- Dimensions must be accurate.
- Files must be Mac compatible.
- All fonts must be embedded or converted to outlines. If this can't be done, both screen and printer fonts must be supplied with the artwork.
- All images must be embedded.
- The artwork must be saved in CMYK at 300dpi.
- **Files to be emailed to advertise@bigissue.org.au**

THE BIG SCHEDULE

Please be mindful of public holidays and key dates when considering editions and the distribution of the magazine.

The Big Issue 2020

release and material schedule:

MONTH	EDITIONS	ON SALES DATES	MATERIAL DEADLINE
JAN	602	26 December ⁽²⁰¹⁹⁾	11 December ⁽²⁰¹⁹⁾
	603	10 January	01 January
	604	24 January	15 January
FEB	605	07 February	29 January
	606	21 February	12 February
MAR	607	06 March	26 February
	608	20 March	11 March
APR	609	03 April	25 March
	610	17 April	08 April
MAY	611	01 May	22 April
	612	15 May	06 May
	613	29 May	20 May
JUN	614	12 June	03 June
	615	26 June	17 June
JUL	616	17 July	08 July
AUG	617	07 August	29 August
	618	21 August	12 August
SEP	619	04 September	26 August
	620	18 September	09 September
OCT	621	02 October	23 September
	622	16 October	07 October
	623	30 October	21 October
NOV	624	13 November	04 November
	625	27 November	18 November
DEC	626	11 December	02 December

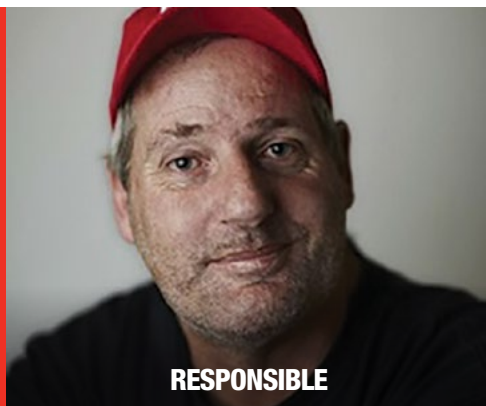
WHO WE ARE

The Big Issue is a fortnightly, independent magazine, packed with high-quality, general interest articles – featuring arts, entertainment, humorous columns, current affairs, lifestyle, personal experiences and its own particular brand of irreverence.



INDEPENDENT

A GOOD READ
FOR A GOOD DEED



RESPONSIBLE

A HAND UP, NOT A HAND OUT



SUCCESSFUL

WELL-LOVED & RESPECTED

“I THINK
THE BIG ISSUE IN BOTH INTENT AND
CONTENT IS A NOTABLE TRIUMPH OF
AUSTRALIAN PUBLISHING.”

Andrew Denton





“IT GIVES YOU

**A SENSE OF PURPOSE, DIGNITY, IT IS
LIKE SOMETHING TO LOOK FORWARD
TO, I GO ‘RIGHT, I’M GOING TO PUT MY
UNIFORM ON, THIS IS ME, I’M GOING
TO BE WORKING.’”**

THE BIG ISSUE IS AUSTRALIA'S LEADING SOCIAL ENTERPRISE, OFFERING PEOPLE A HAND UP, NOT A HAND OUT.

The Big Issue is a fortnightly, independent magazine sold on the streets by people experiencing homelessness, marginalisation and disadvantage.

Vendors buy copies of the magazine for \$4.50 and sell them for \$9, keeping the difference. More than 7,000 vendors have sold the magazine since 1996.

Collectively they have sold more than 13 million magazines across Australia, directly earning over \$31 million.

The Big Issue magazine is estimated to save the community \$25,000 per vendor per year through a reduction in their demand for social services including hospitals, welfare support and correctional facilities.

Where our vendors sell

Over the past 24 years, *The Big Issue* has grown from a small number of vendors working in Melbourne's CBD to a group of more than 800 vendors working across the country per year.

Whilst the majority of our vendors work in the CBD areas of Sydney, Melbourne, Brisbane, Adelaide, Canberra, and Perth, we also have a number of vendors regularly selling in regional centres including:

VIC – Geelong, Ballarat, Wangaratta, Maryborough

NSW – Katoomba, Leura, Newcastle

QLD – Logan, Sunshine Coast, Ipswich, Gold Coast

SA – Whyalla

WA – Bunbury, Broome, Busselton, Albany, Mandurah

Also available by subscription

The Big Issue magazine is also available to purchase via subscription.

The Women's Subscription Enterprise employs women experiencing homelessness and disadvantage (who find it difficult selling the magazine on the streets) in a safe and supportive environment to hand pack copies of the magazine for subscribers each fortnight.

More than 160 women have been employed in the enterprise which operates in Melbourne, Sydney, Adelaide and Perth.

CONTACT THE BIG ISSUE

TO DISCUSS HOW WE CAN HELP YOU
CALL US ON 03 9663 4533
OR EMAIL ADVERTISE@BIGISSUE.ORG.AU

For further information about advertising and partnerships
with *The Big Issue*, please contact:

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