

**THE BIG
ISSUE**

**SMART.
SAVVY.
SUCCESSFUL.**

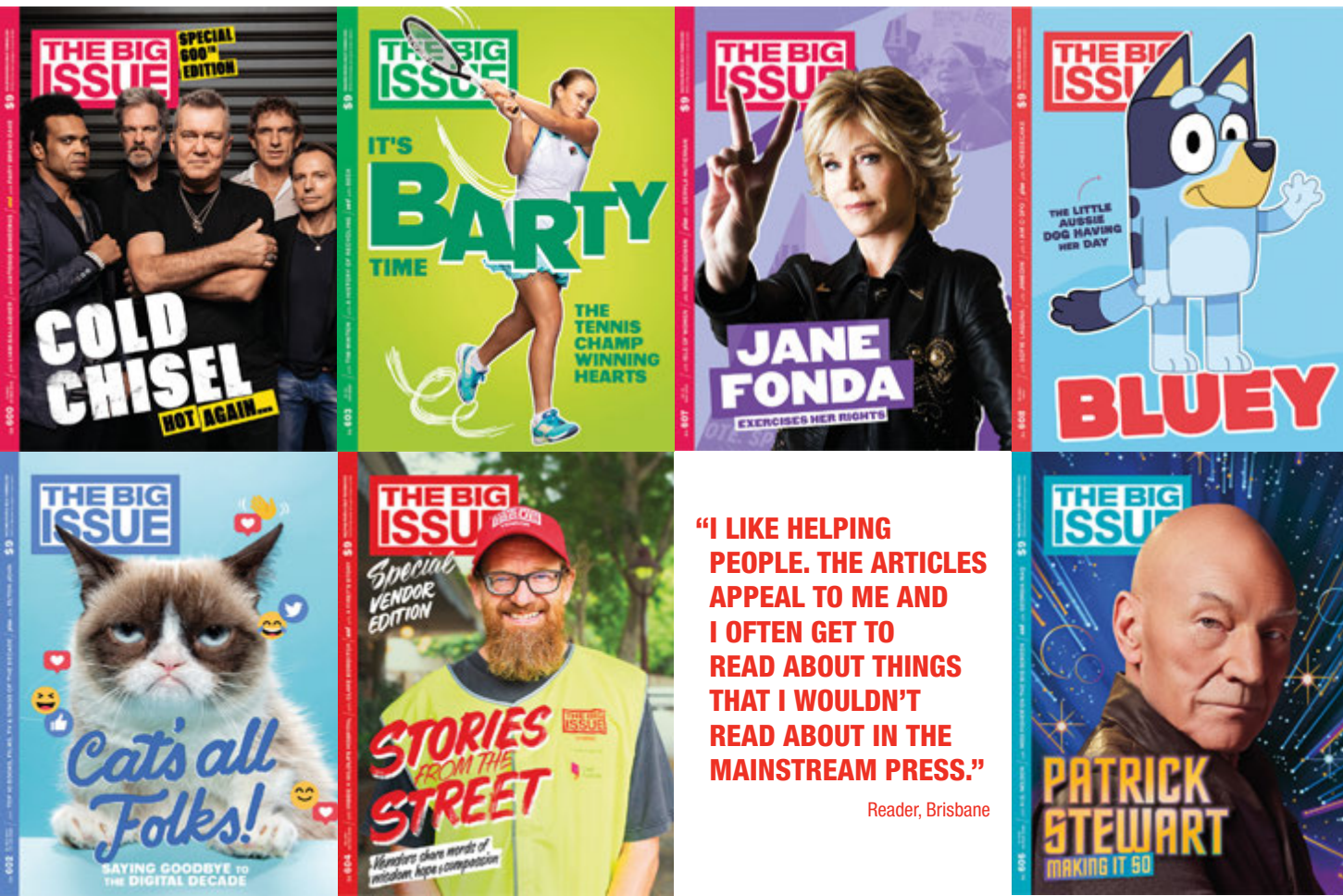
MEDIA KIT



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.



OUR SUBSCRIBERS

The Big Issue has 2,600 subscribers including a vast number of great Australian brands.



OUR AUDIENCE

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

31%

OF OUR READERS ARE SOCIALLY AWARE



32%

OF OUR READERS ARE IN THE AB QUINTILE GROUP



101%

OF OUR READERS ARE MORE LIKELY TO BE SOCIALLY AWARE THAN THE GENERAL POPULATION

73%

OF OUR READERS FEEL OPTIMISTIC ABOUT THE FUTURE

61%

OF OUR READERS ARE MORE LIKELY TO BE IN THIS SOCIO-ECONOMIC STATUS THAN THE GENERAL PUBLIC

37%

OF OUR READERS BELIEVE A % OF EVERYONE'S INCOME SHOULD GO TO CHARITIES



57%

OF OUR READERS ARE PROFESSIONALS, MANAGERS OR WHITE COLLAR WORKERS AND ARE 80% MORE LIKELY TO TO BE A PROFESSIONAL THAN THE GENERAL POPULATION

66%

OF OUR READERS HAVE A DIPLOMA OR A DEGREE



87%

OF OUR READERS AGREE THAT HELPING OTHERS IS AN IMPORTANT PART OF WHO THEY ARE

46%

OF OUR READERS ARE AGED 25-49 YEARS OLD

27%

OF OUR READERS EARN OVER \$100K AND ARE 53% MORE LIKELY TO EARN OVER \$100K THAN THE GENERAL POPULATION

54%

OF OUR READERS ARE FEMALE

46%

OF OUR READERS ARE MALE



“IT IS OUR PLEASURE

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

PIRANHA



“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



A GOOD FIT FOR ADVERTISERS

The Big Issue is becoming one of the fastest growing magazines in Australia, while many other magazines are declining. When you advertise in The Big Issue, you also know your money is going towards a great cause.

ADVERTISING PERSONAS



84%

OF READERS ARE MORE LIKELY THAN THE GENERAL POPULATION TO BE

LIBERTARIANS

WHO ARE SOCIALLY AWARE, PROGRESSIVE AND OPEN MINDED. THEY ARE HIGHLY EDUCATED AND MANY ARE YOUNG SINGLES.



65%

OF READERS ARE MORE LIKELY THAN THE GENERAL POPULATION TO BE

SOCIAL PROGRESSIVES

WHO ARE EDUCATED, HIGH INCOME, INTELLECTUAL AND FOCUSED ON SUCCESS. MADE UP OF A MIX OF YOUNG SINGLES AND COUPLES AND MID-LIFE HOUSEHOLDS.



37%

OF READERS ARE MORE LIKELY THAN THE GENERAL POPULATION TO BE

HEALTHY, WEALTHY, WISE

WHO ARE YOUNG SINGLES AND COUPLES, HIGHLY EDUCATED AND HIGH INCOME, DRIVEN BY THE DESIRE FOR AN EXCITING LIFE. CAREER FOCUSED AND SOCIALLY AWARE, YOU'LL FIND THE MAJORITY LIVING IN SYDNEY APARTMENTS



87%

OF READERS ARE MORE LIKELY THAN THE GENERAL POPULATION TO BE

HIGH LIFE

WHO ARE HIGHLY TECHY, CULTURE AND NIGHTLIFE LOVING YOUNG SINGLES AND COUPLES.



114%

OF READERS ARE MORE LIKELY THAN THE GENERAL POPULATION TO BE

SMART MONEY

WHO ARE HIGH INCOME, HIGHLY EDUCATED, CULTURED AND SUCCESS FOCUSED. MANY ARE MID-LIFE AND OLDER HOUSEHOLD CONSUMERS WHO ENJOY SOPHISTICATED INNER CITY LIVING.

“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



47%

of our readers are big spenders and are 40% more likely to spend big than the general population.

72%

of our readers believe that quality is more important than price and 77% try to buy Australian made products as often as possible.

58%

of our readers are heavy magazine readers and are 265% more likely than the general population to read five or more magazines regularly.

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 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



\$34M
HAS GONE DIRECTLY
INTO VENDORS POCKETS

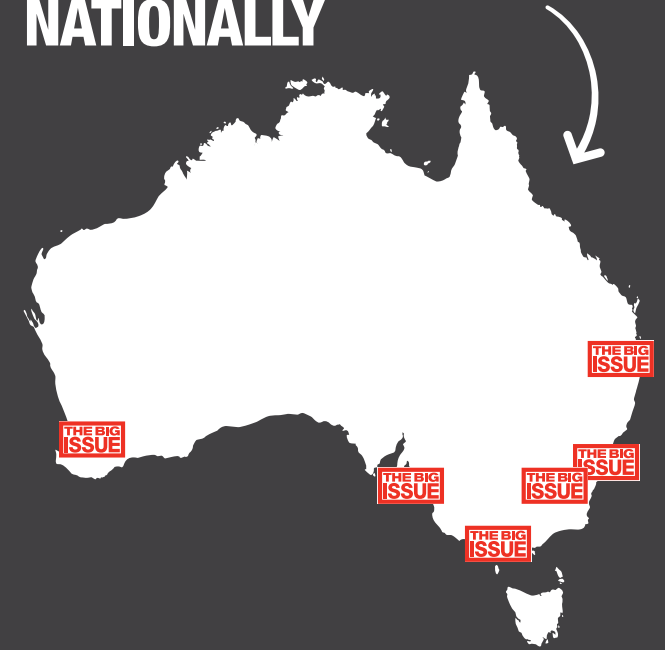


\$25K
ESTIMATED REDUCTION PER VENDOR,
PER YEAR TO SAVE THE COMMUNITY IN USE
OF SOCIAL SERVICES



26 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



WHO WE ARE

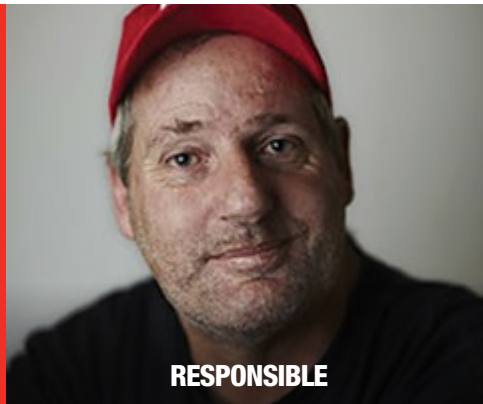
The Big Issue is a fortnightly, independent magazine, packed with high-quality, general interest articles — featuring arts, entertainment, humorous columns, current affairs, lifestyle, personal experiences and its own particular brand of irreverence.



INDEPENDENT



A GOOD READ
FOR A GOOD DEED



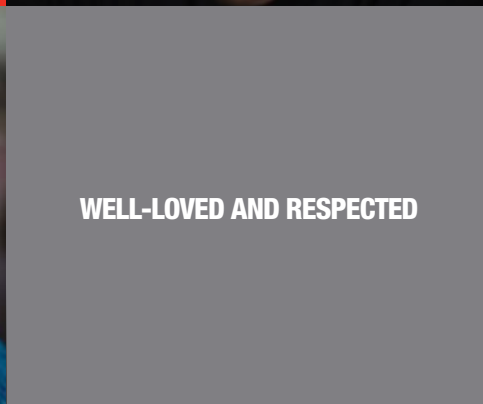
RESPONSIBLE



A HAND UP, NOT A HAND OUT



SUCCESSFUL



WELL-LOVED AND RESPECTED

“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



“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 \$34 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 25 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 180 women have been employed in the enterprise which operates in Melbourne, Sydney, Adelaide and Perth.

CONTACT THE BIG ISSUE

**FOR FURTHER INFORMATION
ABOUT ADVERTISING WITH *THE BIG ISSUE*,
PLEASE CONTACT:
ADVERTISE@BIGISSUE.ORG.AU
+61 3 9663 4533**

