

**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.



<b>240,000</b> READERSHIP (FORTNIGHTLY)	<b>20,000</b> CIRCULATION (FORTNIGHTLY)	<b>2,000</b> SUBSCRIBERS
 <b>OVER 20.8K</b> FACEBOOK FOLLOWERS	 <b>OVER 15.8K</b> TWITTER FOLLOWERS	 <b>OVER 5.8K</b> INSTAGRAM FOLLOWERS

# OUR SUBSCRIBERS

The Big Issue has 2,000 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



**73%**

OF OUR READERS FEEL OPTIMISTIC ABOUT THE FUTURE

**32%**

OF OUR READERS ARE IN THE AB QUINTILE GROUP



**37%**

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

**61%**

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



**87%**

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

**101%**

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

**66%**

OF OUR READERS HAVE A DIPLOMA OR A DEGREE

**27%**

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

**46%**

OF OUR READERS ARE AGED 25-49 YEARS OLD

**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.



**14 MILLION**  
MAGAZINES HAVE BEEN SOLD



**650+**  
EDITIONS HAVE BEEN PRODUCED



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



**\$35M**  
HAS GONE DIRECTLY  
INTO VENDORS' POCKETS



**27 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

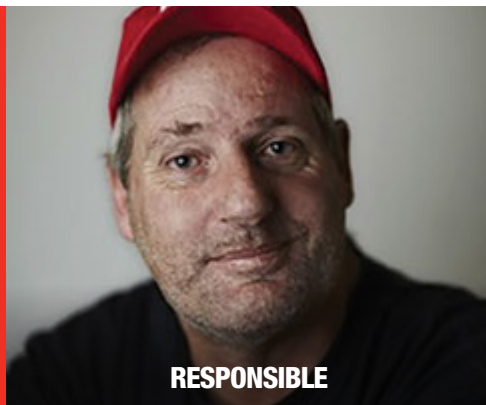
*The Big Issue* is a fortnightly, independent magazine, packed with high-quality, general interest articles — featuring arts, entertainment, humorous columns, current affairs, lifestyle, personal experiences and its own particular brand of irreverence.



INDEPENDENT



A GOOD READ  
FOR A GOOD DEED



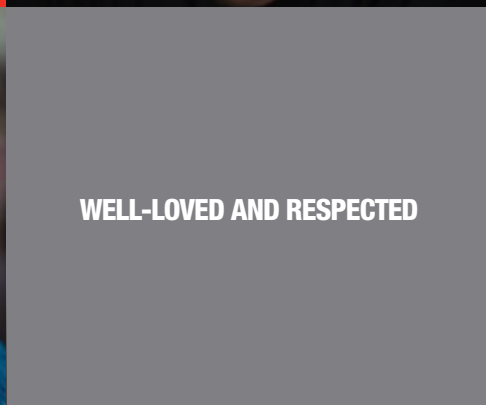
RESPONSIBLE



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 WORKFORCE 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 27 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 Workforce 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](mailto:ADVERTISE@BIGISSUE.ORG.AU)  
+61 3 9663 4533



# THE SMALL RATES

Not-For-Profit and Corporate Rates

BOOKINGS <small>All figures listed are per ad</small>	NOT-FOR-PROFIT	x4	x6	CORPORATE	x4	x6
	(Base rates)	(10% discount)	(20% discount)	(Base rates)	(10% discount)	(20% discount)
Full page	\$1,712	\$1,540	\$1,370	\$3,424	\$3,081	\$2,739
Half page	\$943	\$848	\$754	\$1,887	\$1,697	\$1,509
Outside back cover	\$2,269	\$2,042	\$1,815	\$4,538	\$4,083	\$3,630
Inside back cover	\$1,994	\$1,794	\$1,595	\$3,988	\$3,588	\$3,190
Double page spread	\$2,650	\$2,385	\$2,120	\$5,299	\$4,769	\$4,239
Inserts <small>(no discounted rates)</small>	\$300 per thousand			\$400 per thousand		

(AUD. All rates include 10% agency commission but exclude GST)

## THE IMPORTANT SPECS

### FULL PAGE

180mm (w) x 235mm (h) – No bleed  
5mm+ Text area margins

### HALF PAGE

180mm (w) x 115mm (h) – No bleed  
5mm+ Text area margins

### INSIDE/OUTSIDE BACK COVER

210mm (w) x 270mm (h) – 5mm bleed (all edges)  
10mm Text area margins

### DOUBLE PAGE SPREAD

420mm (w) x 270mm (h) – 5mm bleed (all edges)  
10mm Text area margins

- Artwork is to be supplied as a high resolution PDF or TIFF.
- 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](mailto: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 Media Kit 2023**  
release and material schedule:

MONTH	EDITIONS	MATERIAL DEADLINE	ON SALE DATES
JAN	677	13 Dec	26 Dec – 19 Jan
	678	11 Jan	20 Jan – 02 Feb
FEB	679	25 Jan	03 Feb – 16 Feb
	680	08 Feb	17 Feb – 02 Mar
MAR	681	22 Feb	03 Mar – 16 Mar
	682	08 Mar	17 Mar – 30 Mar
APR	683	22 Mar	31 Mar – 13 Apr
	684	03 Apr	14 Apr – 27 Apr
	685	18 Apr	28 Apr – 11 May
MAY	686	03 May	12 May – 25 May
	687	17 May	26 May – 08 Jun
JUN	688	31 May	09 Jun – 22 Jun
	689	14 Jun	23 Jun – 06 Jul
JUL	690	28 Jun	07 Jul – 20 Jul
	691	12 Jul	21 Jul – 03 Aug
AUG	692	26 Jul	04 Aug – 17 Aug
	693	09 Aug	18 Aug – 31 Aug
SEP	694	23 Aug	01 Sep – 14 Sep
	695	06 Sep	15 Sep – 28 Sep
	696	20 Sep	29 Sep – 12 Oct
OCT	697	04 Oct	13 Oct – 26 Oct
	698	18 Oct	27 Oct – 09 Nov
NOV	699	30 Oct	10 Nov – 23 Nov
	700	15 Nov	24 Nov – 07 Dec
DEC	701	29 Nov	08 Dec – 25 Dec