

**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 reads, humour, arts and entertainment –

with photography, books, movies music and small-screens 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 Workforce 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 1,500 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



68%

OF OUR READERS FEEL OPTIMISTIC ABOUT THE FUTURE

29%

OF OUR READERS ARE IN THE AB QUINTILE GROUP



47%

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

34%

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

100%

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



55%

OF OUR READERS ARE PROFESSIONALS, MANAGERS OR WHITE COLLAR WORKERS AND ARE 64% MORE LIKELY TO TO BE A PROFESSIONAL THAN THE GENERAL POPULATION

64%

OF OUR READERS HAVE A DIPLOMA OR A DEGREE



86%

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

48%

OF OUR READERS ARE AGED 25-49 YEARS OLD

55%

OF OUR READERS ARE FEMALE

45%

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



157%

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.



119%

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.



62%

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



124%

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.



107%

OF READERS ARE MORE LIKELY THAN THE GENERAL POPULATION TO BE

HUMANITARIANS

WHO ARE HIGH INCOME, YOUNG AND UPCOMING PROFESSIONALS WITH A FIRM LEFT LEANING. HIGHLY EDUCATED AND CULTURED, THEY EMBRACE THE BEST OF CITY LIVING BUT DO SO WITH A SOLID SOCIAL CONSCIENCE.

“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



50%

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

76%

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

54%

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.



"WE HAVE PROUDLY SUPPORTED THE BIG ISSUE SINCE 1996 TO PROVIDE MEANINGFUL AND POSITIVE CHANGE TO THE LIVES OF PEOPLE EXPERIENCING HOMELESSNESS, MARGINALISATION AND DISADVANTAGE IN COMMUNITIES ACROSS AUSTRALIA.

OUR PARTNERSHIP HAS CREATED VALUABLE OPPORTUNITIES FOR OUR TEAM MEMBERS, FOSTERED COLLABORATION WITH OUR PARTNERS AND DELIVERED MEANINGFUL IMPACT AIMED AT DELIVERING A BETTER TOMORROW."

AUSTRALIA POST



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



\$38M
HAS GONE DIRECTLY INTO
VENDORS' POCKETS

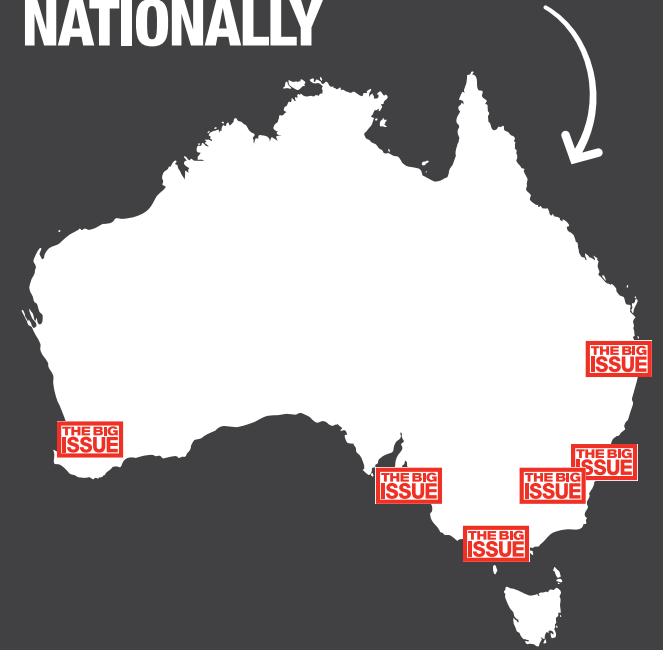


\$25K
ESTIMATED REDUCTION PER VENDOR,
PER YEAR TO SAVE THE COMMUNITY IN USE
OF SOCIAL SERVICES



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

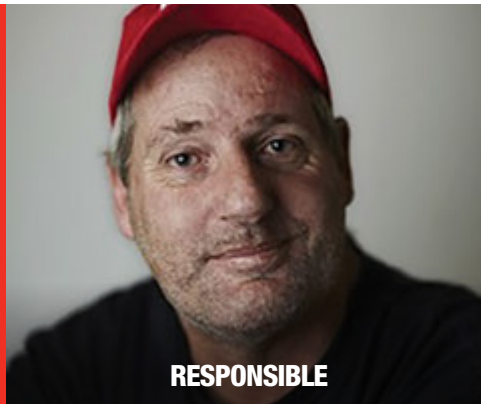
The Big Issue is a fortnightly, independent magazine, packed with high-quality, general interest articles – featuring arts, entertainment, humorous columns, current affairs, lifestyle, personal stories and its own particular brand of irreverence and heart.



INDEPENDENT



A GOOD READ
FOR A GOOD DEED



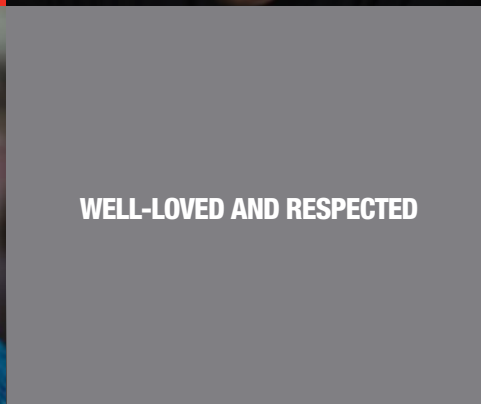
RESPONSIBLE



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, HELPING PEOPLE HELP THEMSELVES.

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 7,500 vendors have sold the magazine since 1996.

Collectively they have sold more than 14 million magazines across Australia, directly earning over \$38 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.

While 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:

NSW – Katoomba, Leura, Newcastle
QLD – Gold Coast **SA** – Whyalla
VIC – Geelong, Ballarat, Wangaratta,
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.

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

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
	<small>(Base rates)</small>	<small>(10% discount)</small>	<small>(20% discount)</small>	<small>(Base rates)</small>	<small>(10% discount)</small>	<small>(20% discount)</small>
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**

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 2024
release and material schedule:

MONTH	EDITIONS	MATERIAL DEADLINE	ON SALE DATES
JAN	702	11 Dec	26 Dec – 18 Jan
	703	10 Jan	19 Jan – 01 Feb
FEB	704	24 Jan	02 Feb – 15 Feb
	705	07 Feb	16 Feb – 29 Feb
MAR	706	21 Feb	01 Mar – 14 Mar
	707	05 Mar	15 Mar – 28 Mar
APR	708	20 Mar	29 Mar – 11 Apr
	709	03 Apr	12 Apr – 25 Apr
	710	17 Apr	26 Apr – 09 May
MAY	711	01 May	10 May – 23 May
	712	15 May	24 May – 06 Jun
JUN	713	29 May	07 Jun – 20 Jun
	714	12 Jun	21 Jun – 04 Jul
JUL	715	26 Jun	05 Jul – 18 Jul
	716	10 Jul	19 Jul – 01 Aug
AUG	717	24 Jul	02 Aug – 15 Aug
	718	07 Aug	16 Aug – 29 Aug
SEP	719	21 Aug	30 Aug – 12 Sep
	720	04 Sep	13 Sep – 26 Sep
	721	18 Sep	27 Sep – 10 Oct
OCT	722	02 Oct	11 Oct – 24 Oct
	723	16 Oct	25 Oct – 07 Nov
NOV	724	28 Oct	08 Nov – 21 Nov
	725	13 Nov	22 Nov – 08 Dec
DEC	726	27 Nov	09 Dec – 25 Dec
	727	11 Dec	26 Dec – 16 Jan

CONTACT THE BIG ISSUE

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

