

**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.



**290,000**  
READERSHIP (FORTNIGHTLY)

**14,000**  
CIRCULATION (FORTNIGHTLY)

**1500**  
SUBSCRIBERS



# OUR SUBSCRIBERS

The Big Issue has 1500 subscribers including a vast number of great Australian brands.



Government of Western Australia  
Department of Communities



CLAYTON UTZ



Maddocks



# OUR AUDIENCE

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

**28%**

OF OUR READERS  
ARE SOCIALLY AWARE



**68%**

OF OUR  
READERS FEEL OPTIMISTIC  
ABOUT THE FUTURE

**30%**

OF OUR READERS ARE IN THE  
AB QUINTILE GROUP



**33%**

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

**47%**

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



**56%**

OF OUR READERS ARE  
PROFESSIONALS, MANAGERS OR  
WHITE COLLAR WORKERS AND  
ARE 65% MORE LIKELY TO TO BE  
A PROFESSIONAL THAN THE  
GENERAL POPULATION

**67%**

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

**49%**

OF OUR READERS ARE AGED  
25-49 YEARS OLD

**56%**

OF OUR  
READERS ARE  
FEMALE

**44%**

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



### LIBERTARIANS

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

OUR READERS ARE 189% MORE LIKELY TO BE LIBERTARIANS THAN THE GENERAL POPULATION



### SOCIAL PROGRESSIVES

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

OUR READERS ARE 330% MORE LIKELY TO BE SOCIAL PROGRESSIVES THAN THE GENERAL POPULATION



### HEALTHY, WEALTHY, WISE

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

OUR READERS ARE 124% MORE LIKELY TO BE HEALTHY, WEALTHY AND WISE THAN THE GENERAL POPULATION



### HIGH LIFE

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

OUR READERS ARE 195% MORE LIKELY TO BE HIGH LIFE THAN THE GENERAL POPULATION



### 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.

OUR READERS ARE 90% MORE LIKELY TO BE SMART MONEY THAN THE GENERAL POPULATION

“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 333% 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

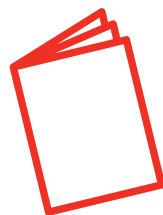


# THE BIG MILESTONES

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



**14 MILLION**  
MAGAZINES HAVE BEEN SOLD



**700+**  
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



**28 YEARS**  
RUNNING AUSTRALIA'S MOST RECOGNISED  
AND SUCCESSFUL SOCIAL ENTERPRISE

**OVER 600+ 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

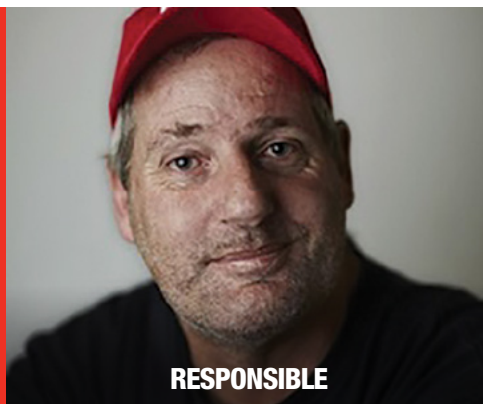
*The Big Issue* is a fortnightly, independent magazine, packed with high-quality, general interest articles — featuring arts, entertainment, humorous columns, current affairs, lifestyle, personal experiences and its own particular brand of irreverence.



INDEPENDENT



A GOOD READ  
FOR A GOOD DEED



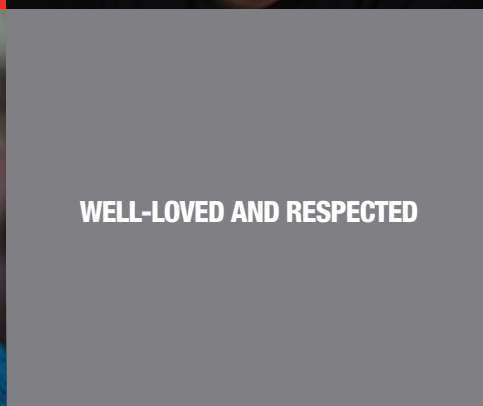
RESPONSIBLE



HELPING PEOPLE HELP  
THEMSELVES



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 7,500 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 28 years, *The Big Issue* has grown from a small number of vendors working in Melbourne's CBD to a group of more than 600 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

**NSW** – Katoomba, Leura, Newcastle

**QLD** – Gold Coast

**SA** – Whyalla

**WA** – Bunbury, Busselton

## 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 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	NOT-FOR-PROFIT	x4	x6	CORPORATE	x4	x6
All figures listed are per ad	(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 (no discounted rates)	\$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 2025*  
release and material schedule:

MONTH	EDITIONS	MATERIAL DEADLINE	ON SALE DATES
JAN	727	11 Dec 24	26 Dec – 16 Jan 25
	728	8 Jan 25	17 – 30 Jan 25
FEB	729	20 Jan 25	31 Jan – 13 Feb 25
	730	5 Feb 25	14 – 27 Feb 25
	731	19 Feb 25	28 Feb – 13 Mar 25
MAR	732	3 Mar 25	14 – 27 Mar 25
	733	19 Mar 25	28 Mar – 10 Apr 25
APR	734	2 Apr 25	11 – 24 Apr 25
	735	11 Apr 25	25 Apr – 8 May 25
MAY	736	30 Apr 25	9 – 22 May 25
	737	14 May 25	23 May – 5 Jun 25
JUN	738	28 May 25	6 – 19 Jun 25
	739	11 Jun 25	20 Jun – 3 Jul 25
JUL	740	25 Jun 25	4 – 17 Jul 25
	741	9 Jul 25	18 – 31 Jul 25
AUG	742	23 Jul 25	1 – 14 Aug 25
	743	6 Aug 25	15 – 28 Aug 25
SEP	744	20 Aug 25	29 Aug – 11 Sep 25
	745	3 Sep 25	12 – 25 Sep 25
	746	17 Sep 25	26 Sep – 9 Oct 25
OCT	747	1 Oct 25	10 – 23 Oct 25
	748	15 Oct 25	24 Oct – 6 Nov 25
NOV	749	27 Oct 25	7 – 20 Nov 25
	750	12 Nov 25	21 Nov – 7 Dec
DEC	751	26 Nov 25	8 Dec – 25 Dec 25
	752	10 Dec 25	26 Dec – 15 Jan 26



# CONTACT THE BIG ISSUE

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

