

THE BIG ISSUE MEDIA KIT 2026

Smart.
Savvy.
Successful.

THE BIG
ISSUE

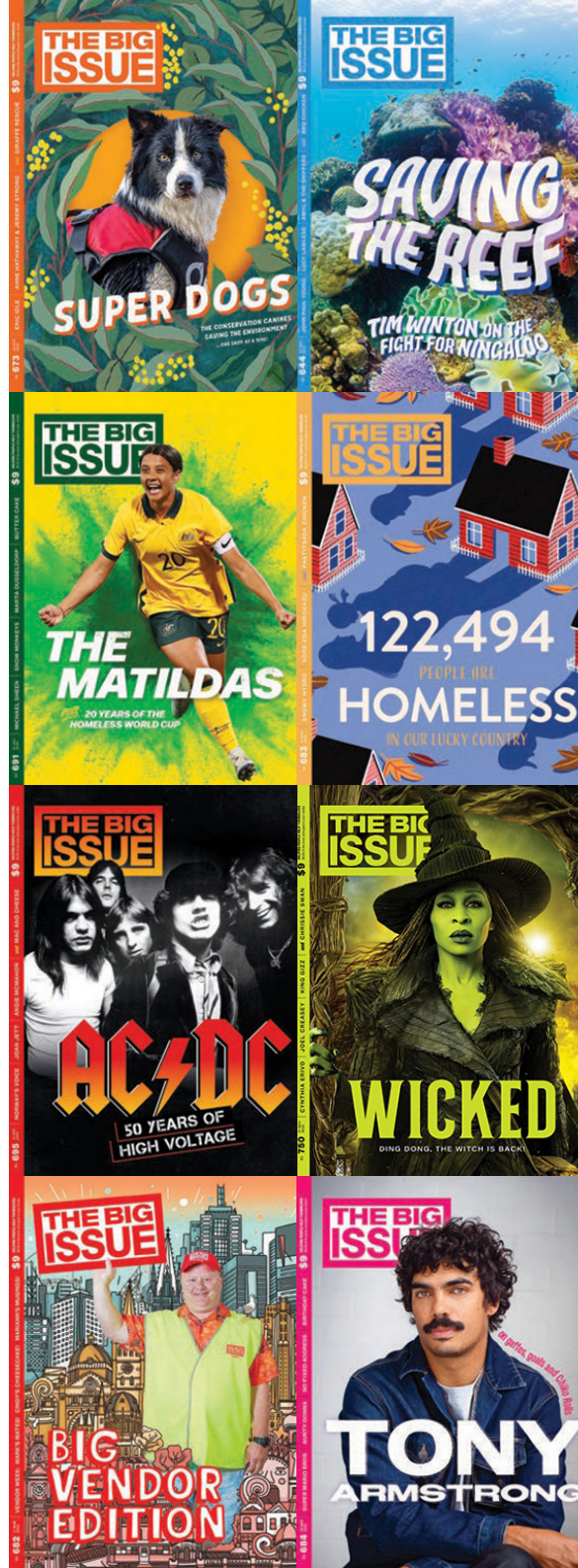


Who We Are

The Big Issue is a fortnightly, independent magazine featuring high-quality general-interest stories across current affairs, arts, entertainment, lifestyle, humour and personal experience. With warmth, independence and curiosity, it explores contemporary Australia through thoughtful, accessible storytelling and distinctive irreverence.

“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.”

— A *BIG ISSUE* 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:** Vendors selling the magazine share their life stories.
- **Streetsheet:** News and stories from the streets, through the eyes of those with lived experience of homelessness and poverty.
- **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.”

— A *BIG ISSUE* 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.



 **307,000**
fortnightly readers

 **22K+**
Facebook followers

 **13.8K+**
X (formerly Twitter) followers

 **8.1K+**
Instagram followers

 **3,000+**
e-news sends with a 40%+
open rate

ROY MORGAN RESEARCH 2025
THE BIG ISSUE 2026

Our Subscribers

The Big Issue has more than 1,200 subscribers including a vast number of great Australian brands.

 Ashurst

 Australia Post

 Charter Hall

 CLAYTON UTZ

 CORRS
CHAMBERS
WESTGARTH

 Kearney
Group

 MinterEllison.

 MSS
security
An SIS Group Enterprise

 Newmont.

 REA Group

 seek

 SYDNEY
IBA

Our Audience

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



 27%

of our readers are socially aware and are 142% more likely to be socially aware than the general population.

 54%

of our readers are professionals, managers or white collar workers and are 53% more likely to be a professional than the general population.

 52%

of our readers are aged 25–49 years old.

 57%

of our readers identify as female and 43% as male.

 68%

of our readers have a diploma or a degree.

 32%

of our readers earn over \$100K and are 46% more likely to earn over \$100K than the general population.

 88%

of our readers agree that helping others is an important part of who they are.

 64%

of our readers feel optimistic about the future.

 33%

of our readers believe a percentage of everyone's income should go to charities.

 34%

of our readers are in the AB quintile group and are 71% more likely to be of this socio-economic status than the general population.

A Good Fit for Advertisers

The Big Issue is a unique, much-loved magazine with a loyal readership. When you advertise in *The Big Issue*, you also know your money is going towards a great cause.



Libertarians

105%

more likely than the general population to be libertarians, our readers are highly educated, socially aware, progressive and open minded.



Social Progressives

169%

more likely than the general population to be social progressives, our readers are educated, high income, intellectual and focused on success with a mix of young singles and couples and mid-life households.



Healthy, Wealthy, Wise

187%

more likely than the general population to be healthy, wealthy, wise, our readers are young singles and couples, highly educated and high income, driven by the desire for an exciting life.



High Life

137%

more likely than the general population to be high life, our readers are highly techy, culture and night-life loving young singles and couples.



Smart Money

44%

more likely than the general population to be smart money, our readers are high income, highly educated, cultured and success focused.

“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



48%

of our readers are big spenders and are 43% more likely to spend big than the general population.



75%

of our readers believe that quality is more important than price and 73% try to buy Australian made products as often as possible.



74%

of our readers have donated to a charity in the last 12 months.

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.



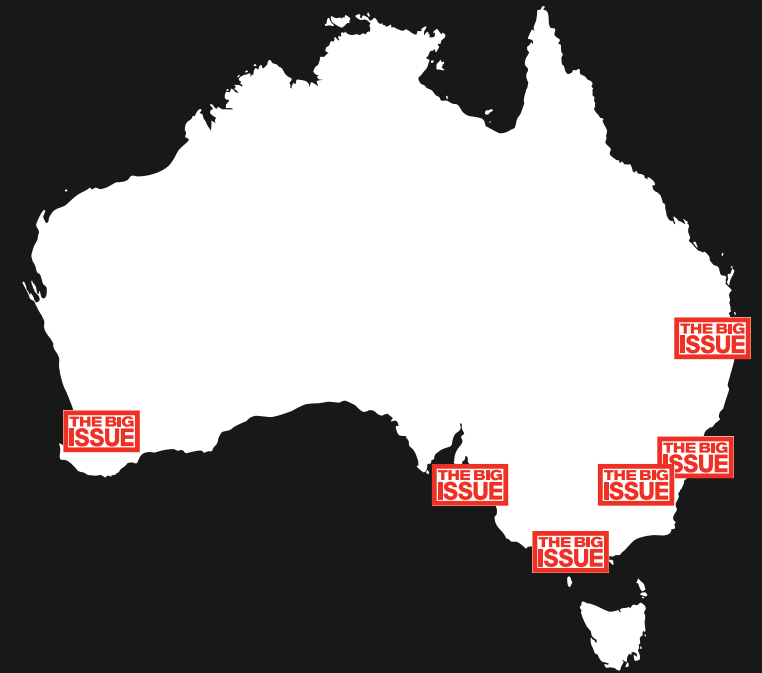
 **14M**
magazines have been sold


 **750+**
editions have been produced

 **\$41.9M+**
in vendors pockets since inception

 **\$25K**
estimated reduction per vendor per year to save the community in use of social services

 **30 YEARS**
running Australia's most recognised and successful social enterprise



 **570+**
vendors sell the magazine nationally

“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 VENDOR

The Big Issue is a work-led solution to poverty.

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

Collectively they have sold more than 14 million magazines across Australia, directly earning over \$41 million.

Where Our Vendors Sell

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, 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		

All rates in AUD and inclusive of 10% agency commission. GST excluded.

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 TIF.
- 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

The Big Issue Media Kit 2026 Release and Advertising Schedule

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

Month	Edition Number	Release & Coverage Dates	Advertising Deadline
Jan	752	26 Dec – 15 Jan	10 Dec
	753	16 Jan – 29 Jan	07 Jan
Feb	754	30 Jan – 12 Feb	19 Jan
	755	13 Feb – 26 Feb	04 Feb
Mar	756	27 Feb – 12 Mar	18 Feb
	757	13 Mar – 26 Mar	02 Mar
Apr	758	27 Mar – 09 Apr	18 Mar
	759	10 Apr – 23 Apr	27 Mar
	760	24 Apr – 07 May	15 Apr
May	761	08 May – 21 May	29 Apr
	762	22 May – 04 Jun	13 May
Jun (TBI 30 Years)	763	05 Jun – 02 Jul	27 May
Jul	764	03 Jul – 16 Jul	24 Jun
	765	17 Jul – 30 Jul	08 Jul
Aug	766	31 Jul – 13 Aug	22 Jul
	767	14 Aug – 27 Aug	05 Aug
Sep	768	28 Aug – 10 Sep	19 Aug
	769	11 Sep – 24 Sep	02 Sep
Oct	770	25 Sep – 08 Oct	16 Sep
	771	09 Oct – 22 Oct	30 Sep
Nov	772	23 Oct – 05 Nov	14 Oct
	773	06 Nov – 19 Nov	23 Oct
Dec	774	20 Nov – 06 Dec	11 Nov
	775	07 Dec – 25 Dec	25 Nov

Contact

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

E: advertise@bigissue.org.au

P: +61 3 9663 4533

