

BIG ADS. BIG READERSHIP. SMALL COST.

The Big Issue is a fortnightly, independent magazine, sold on the streets around Australia full of high-quality, general interest articles featuring arts and entertainment, humorous columns, current affairs, lifestyle, personal experiences and our own particular brand of irreverence. The editorial team is headed by Walkley Award-winning journalist and author Alan Attwood.



What's more, not only does every issue sold help disadvantaged and homeless people help themselves (Vendors of the magazine receive half of the cover price) the ad space within is a hot spot for reaching more readers than you'd think with a more diverse attitude than ever before.

TO DISCUSS HOW WE CAN HELP YOU, CONTACT JOHN AT
THE BIG ISSUE ON 03 9663 9136 OR JOHN@BIGISSUE.ORG.AU

The small rates. (AUD – GST and Agency commission exclusive)

Bookings	Single (Base Rates)	x4 (10% Discount)	x8 (20% Discount)	NFP/Charity (60% Discount)
Double page spread	3,855	3,470	3,085	1,550
Full page	2,490	2,240	1,990	995
Half page	1,370	1,230	1,095	550
Outside back	3,300	2,970	2,640	N/A
Inside back	2,900	2,610	2,320	N/A
Inside cover spread	4,300	3,870	3,440	N/A
Inserts	\$180 per thousand			

The important specs.

Full Pg Ad:

180mm (w) x 235mm (h) – no bleed

Half Pg Ad Horizontal:

180mm (w) x 115mm (h) – no bleed

Double Pg Spread:

420mm (w) x 270mm (h) – 5mm bleed (all edges)

- PDF is the preferred format for supplied artwork.
- 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.
- Artwork files to be emailed to john@bigissue.org.au

The big stats.

- Over 184,000* readers every fortnight
- Circulation 30,000 per issue
- 47% male / 53% female (skewed slightly to women)
- 61% are between the ages of 18 and 39
- 47% have a household income of more than \$70K per year
- 48% are in the AB socio-economic group
- 66% have a diploma or degree 34% are Professionals or Manager
- 90% live in metropolitan areas
- 40% live in Melbourne, 30% in Sydney
- 85% of our readers spend up to an hour reading the magazine every fortnight



*Source: Roy Morgan Readership Survey, June 2010.

BIG SCHEDULE. SMALL DETAILS.

Edition	Notes	Release Date (Friday)	Advertising Material Deadline (Friday)	Production Print Deadline (Tuesday)
347		29-Jan-10	22-Jan-10	26-Jan-10
348		12-Feb-10	05-Feb-10	09-Feb-10
349		26-Feb-10	19-Feb-10	23-Feb-10
350		12-Mar-10	05-Mar-10	09-Mar-10
351		26-Mar-10	19-Mar-10	23-Mar-10
352		09-Apr-10	02-Apr-10	06-Apr-10
353		23-Apr-10	16-Apr-10	20-Apr-10
354		07-May-10	30-Apr-10	04-May-10
355		21-May-10	14-May-10	18-May-10
356		04-Jun-10	28-May-10	01-Jun-10
357		18-Jun-10	11-Jun-10	15-Jun-10
358	FICTION ED	02-Jul-10	25-Jun-10	29-Jun-10
359		16-Jul-10	09-Jul-10	13-Jul-10
360		30-Jul-10	23-Jul-10	27-Jul-10
361		13-Aug-10	06-Aug-10	10-Aug-10
362		27-Aug-10	20-Aug-10	24-Aug-10
363		10-Sep-10	03-Sep-10	07-Sep-10
364		24-Sep-10	17-Sep-10	21-Sep-10
365		08-Oct-10	01-Oct-10	05-Oct-10
366		22-Oct-10	15-Oct-10	19-Oct-10
367		05-Nov-10	29-Oct-10	02-Nov-10
368		19-Nov-10	12-Nov-10	16-Nov-10
369	Xmas Ed	03-Dec-10	26-Nov-10	30-Nov-10
370	Summer Ed	24-Dec-10	10-Dec-10	14-Dec-10
371		14-Jan-11	24-Dec-10	28-Dec-10
372		28-Jan-11	07-Jan-11	11-Jan-11

Please ensure consideration of public holidays and key dates when considering editions, print runs and the distribution of magazine.

