

# 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 4533 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](mailto:john@bigissue.org.au)

## The big stats.

- **174,000** readers every fortnight - Source (Roy Morgan Readership Survey, Dec 2011)
- Circulation **33,074** per issue - Source (Audit Bureau Circulations, Dec 2011)
- **47%** male / **53%** female (skewed slightly to women)
- **61%** are between the ages of **18** and **39**
- **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 an hour reading the magazine every fortnight



# BIG SCHEDULE. SMALL DETAILS.

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



## The Big Issue 2012 release and material schedule.

EDITION	FEATURE	ON SALE DATE FRIDAY	MATERIAL DEADLINE FRIDAY 1PM
397 398 399	JANUARY	02 January 13 January 27 January	09 December 2011 09 December 2011 20 January 2012
400 401	FEBRUARY	10 February 24 February	03 February 17 February
402 403	MARCH	09 March 23 March	02 March 16 March
404 405	APRIL	06 April 20 April	30 March 13 April
406 407	MAY	04 May 18 May	27 Apr 11 May
408 409 410	JUNE	01 June 15 June 29 June	25 May 08 June 22 June
411 412	JULY	13 July 27 July	06 July 20 July
413 414	AUGUST	10 August 24 August	03 August 17 August
415 416	SEPTEMBER	07 September 21 September	31 August 14 September
417 418	OCTOBER	05 October 19 October	28 September 12 October
419 420	NOVEMBER	02 November 16 November	26 October 09 November
421 422	DECEMBER - Xmas Ed	03 December 26 December	23 November 07 December

