

THE BIG ISSUE

The Big Issue is an independent current affairs magazine sold by disadvantaged and homeless people on the Streets of Melbourne, Sydney, Brisbane, Adelaide, Perth, ACT and regional Victoria. It is published fortnightly and provides vendors with an income and the opportunity to interact with the community. The Big Issue has over 174,000 readers every fortnight and a circulation of around 29,000 per issue.

Readers profile * 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 Managers
 90% live in metropolitan areas 40% live in Melbourne, 30% in Sydney

* Source: Roy Morgan Readership Survey, Dec 2007

After 12 years on the streets, THE BIG ISSUE is one of Australia's fastest growing magazines.

Rate Card

(AU\$ - GST exclusive)

| | 1 | 4 | 8 | NFP/Charity |
|---------------------|--------------------|-------|-------|-------------|
| Double page spread | 3,410 | 3,069 | 2,728 | 1,364 |
| Full page | 2,200 | 1,980 | 1,760 | 880 |
| Half page | 1,210 | 1,089 | 968 | 484 |
| Outside back | 2,900 | 2,610 | 2,320 | N/A |
| Inside back | 2,500 | 2,250 | 2,000 | N/A |
| Inside cover spread | 3,800 | 3,420 | 3,040 | N/A |
| Inserts | \$180 per thousand | | | |

Mechanical Specs

(mm/trim)

- Full page 171(w) x 236(h) | Half Page Horizontal 171(w)x 113(h) both no bleed
 Double page spread 410(w) x 270(h) 5mm bleed
- PDF is the preferred format for supplied artwork. TIFF & EPS will be accepted.
 - 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 up to 1.8MB can be emailed.
 - We prefer artwork to be emailed but discs are acceptable.

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