

THE BIG ISSUE

RATE CARD 2020/2021

CHANGE IS IN YOUR POCKET

INTRODUCTION TO THE BIG ISSUE

The Big Issue is a socially responsible non-profit organisation that enables willing unemployed and marginalised adults to take responsibility for their own lives through a developmental employment programme. *The Big Issue* has a multi-pronged employment and social upliftment programme. The vendor buys the magazine for R12,50 and sells it for R25,00 thereby making 100% profit.

WHO BUYS THE BIG ISSUE? WHY ADVERTISE

When you advertise in the *Big Issue* magazine, you're not only reaching an avid reader of *The Big Issue*, but a loyal and insightful person who buys into and promotes an ethos of social responsibility. You also buy into award-winning journalism and a high quality read.

The reader is largely affluent, residing mainly in cosmopolitan areas like Cape Town city centre, V&A Waterfront, the Atlantic seaboard, Northern and Southern suburbia, and Southern Peninsula, where there is established affluence and disposable income.

Distribution is currently in the Western Cape, with the aim of taking the publication national from July 2020.

The average circulation is 9 000.

TAX EXEMPTION

If you wish to allocate a tiny fraction of your CSI spend as a financial donation to *The Big Issue*, we are certified to issue a Section 18a Tax Exemption Certificate because of our PBO status.



AVAILABLE IN
STORES ACROSS
SA SOON



THE BIG
ISSUE

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RATES & SPECIFICATIONS

ADVERTISING RATES

REGULAR POSITIONS

Full page	R12 500
Double page spread (DPS)	R22 500
Half page vertical	R7 500
Half page horizontal	R7 500
Quarter page vertical	R4 500

PREMIUM POSITIONS

Outside back cover	R15 000
Inside back cover	R13 750
Inside front cover	R14 375
Inside front cover DPS	R26 875

MATERIAL REQUIREMENTS

- Material is to be supplied in PDF format.
- CMYK colour and high-res of 300 DPI.
- No ads will be accepted via email.
- A digital colour proof of the same ad is to be supplied for colour purposes. If colour proof is not supplied, the printer/publisher will not accept responsibility for the colour validity of the printed result.
- Note that a fee will be charged to send ads via Adstream or Adsend.

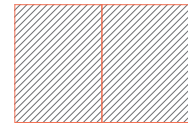
ARTWORK SPECIFICATIONS

(MM) HEIGHT x WIDTH

Full page
Trim: 275 x 210
Type: 260 x 190
Bleed: 290 x 220



DPS
Supply two single pages
Inside front cover DPS
Supply two single pages



Half page horizontal
Trim: 120 x 188



Half page vertical
Trim: 275 x 105
Bleed: 290 x 115



Third page vertical
Trim: 275 x 70
Bleed: 290 x 80



Quarter block
Trim: 124 x 91.5w



TO ADVERTISE, PLEASE CONTACT

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SA PUBLICATION FORUM AWARDS 2019

