

THE BIG ISSUE

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 R20 and sells it for R40 thereby making 100% profit.

The Big Issue allows 100 adult vendors to support themselves and 600 family members. In total, every month TBI customers put food on the table for 700 people through their purchase of the magazine.

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.

WHO BUYS THE BIG ISSUE? WHY ADVERTISE

The reader is largely affluent and middle class, residing mainly in metro areas in and around Cape Town: the CBD, the Atlantic Seaboard, Northern and Southern suburbs, Southern Peninsula, Somerset West and Bellville.

Distribution is currently in the greater metros of Cape Town. The average circulation is 6 000.

TAX EXEMPTION OR SECTION 18A CERTIFICATE

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.

PRINTED MONTHLY

RATE CARD 2026



THE BIG ISSUE

MIKATEKO media

RATES & SPECIFICATIONS

ADVERTISING RATES

REGULAR POSITIONS

Full page	R15 000
Double page spread (DPS)	R27 000
Half page vertical	R9 500
Half page horizontal	R9 500
Quarter page vertical	R5 500

PREMIUM POSITIONS

Outside back cover	R18 000
Inside back cover	R16 500
Inside front cover	R17 250
Inside front cover DPS	R32 250

MATERIAL REQUIREMENTS

- Material to be supplied in PDF format.
- CMYK colour and high-res 300 dpi.
- A digital colour proof of the same advert 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.

MATERIAL DELIVERY CONTACT:

Neilton Adams

neilton.adams@mikatekomedia.co.za

ARTWORK SPECIFICATIONS

(MM) HEIGHT x WIDTH

Full page
Trim: 275 x 210
Type: 260 x 190
Bleed: 285 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: 285 x 115



Third page vertical
Trim: 275 x 70
Bleed: 285 x 80



Quarter block
Trim: 124 x 91.5w



THE BIG ISSUE (DIGITAL)

R10 000 per month

This includes:

- Banner or carousel advert on www.bigissue.org.za
- Social media monthly postings:
Facebook x1 per month. Instagram x1 per month

+ a quarter page in The Big Issue magazine, valued at R5,500

TO ADVERTISE, PLEASE CONTACT

MERLE PHILANDER
AD SALES MANAGER

Email: merle.philander@mikatekomedia.co.za

M: 083 700 2700

SA PUBLICATION FORUM AWARDS 2019

