

# THE BIG ISSUE

RATE CARD 2021/2022

## 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.

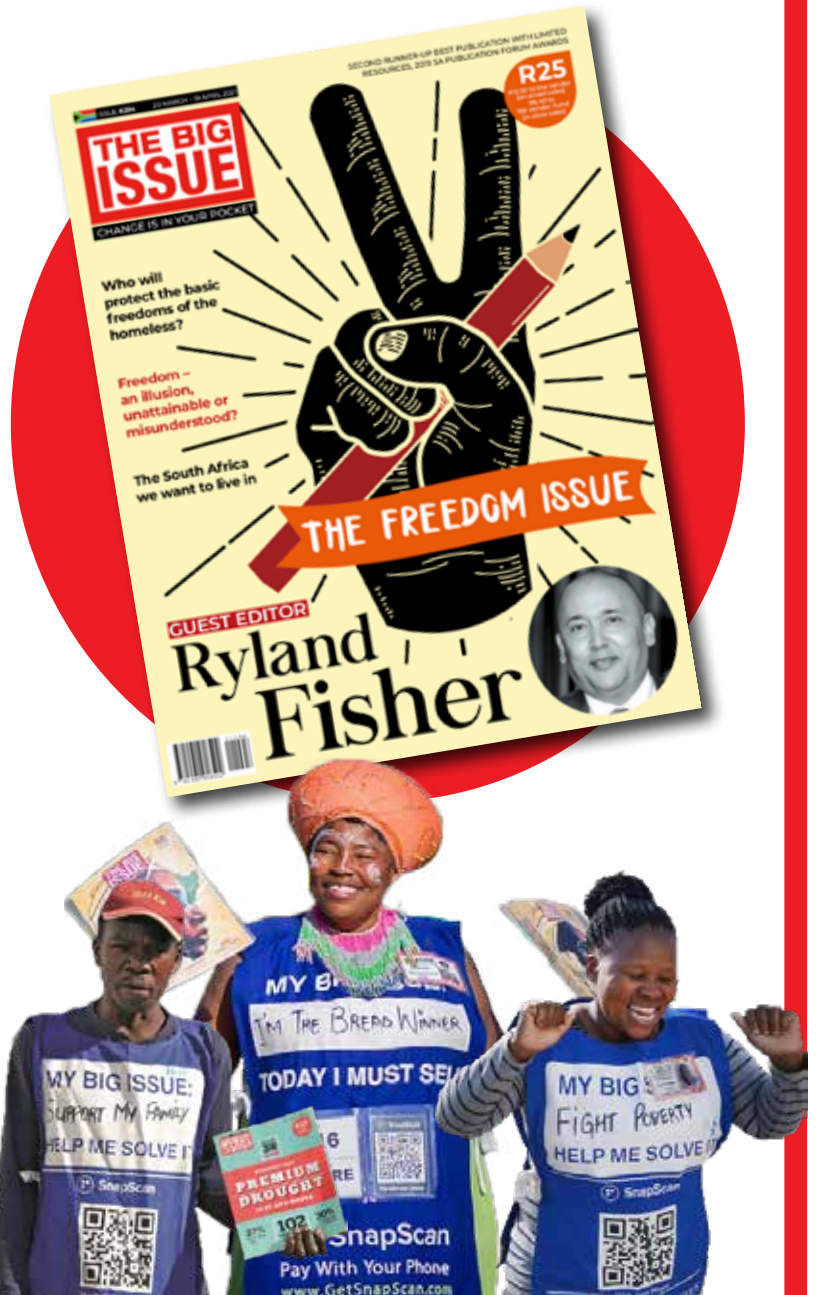
The reader is largely affluent, residing mainly in cosmopolitan areas like Cape Town city centre, V&A Waterfront, the Atlantic seaboard, Northern and Southern suburbia, and Southern Peninsula, where there is established affluence and disposable income.

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

**The average circulation is 9 000. Available at selected SPAR and PnP stores.**

### 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.



# 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

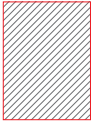
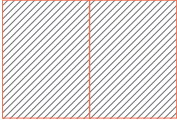




- Material to be supplied in PDF format.
- CMYK colour and high-res 300 dpi.
- A digital colour proof of the same advert is to be supplied for colour purposes. If colour proof is not supplied, the printer/publisher will not accept responsibility for the colour validity of the printed result.

### MATERIAL DELIVERY CONTACT:

**Bradley Boulton**  
bradley.boulton@mikatekmedia.co.za

## 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	

## THE BIG ISSUE PACKAGE :

**R22 500**  
**(MONTHLY R7 500 X 3 MONTHS)**

PRINT/DIGITAL	DIGITAL
Full page in <b>TBI</b> magazine, <b>printed</b> quarterly (4 per year) Sold on street and online	Banner/Carousel ad on TBI website x 1
Full page in <b>TBI</b> magazine, <b>digital</b> quarterly (4 per year) Sold online via Magzter	Social media monthly postings: Facebook x1 per month Instagram x1 per month

## THE BIG ISSUE (DIGITAL ONLY)

**R7 500** per month  
Banner or carousel ad on [www.bigissue.org.za](http://www.bigissue.org.za)

## TO ADVERTISE, PLEASE CONTACT

**CANDICE MARTIN**  
**COMMERCIAL SALES MANAGER**  
Email: [candice.martin@mikatekmedia.co.za](mailto:candice.martin@mikatekmedia.co.za)  
Tel: +2721 031 0416  
+2782 077 6815

## SA PUBLICATION FORUM AWARDS 2019

