

"There aren't many magazines like Big Issue North; that have got a conscience, are well written and offer an alternative voice"

- Ian McMillan, poet

BIG ISSUE NORTH

THE INDEPENDENT STREET PAPER | WORKING NOT BEGGING

MEDIA PACK



ABOUT BIG ISSUE NORTH

Big Issue North is a business solution to a social problem.

Created in 1992 out of The Big Issue, Big Issue North is sold in the North West of England, Yorkshire and Humberside by people with little or no other means of earning an income.

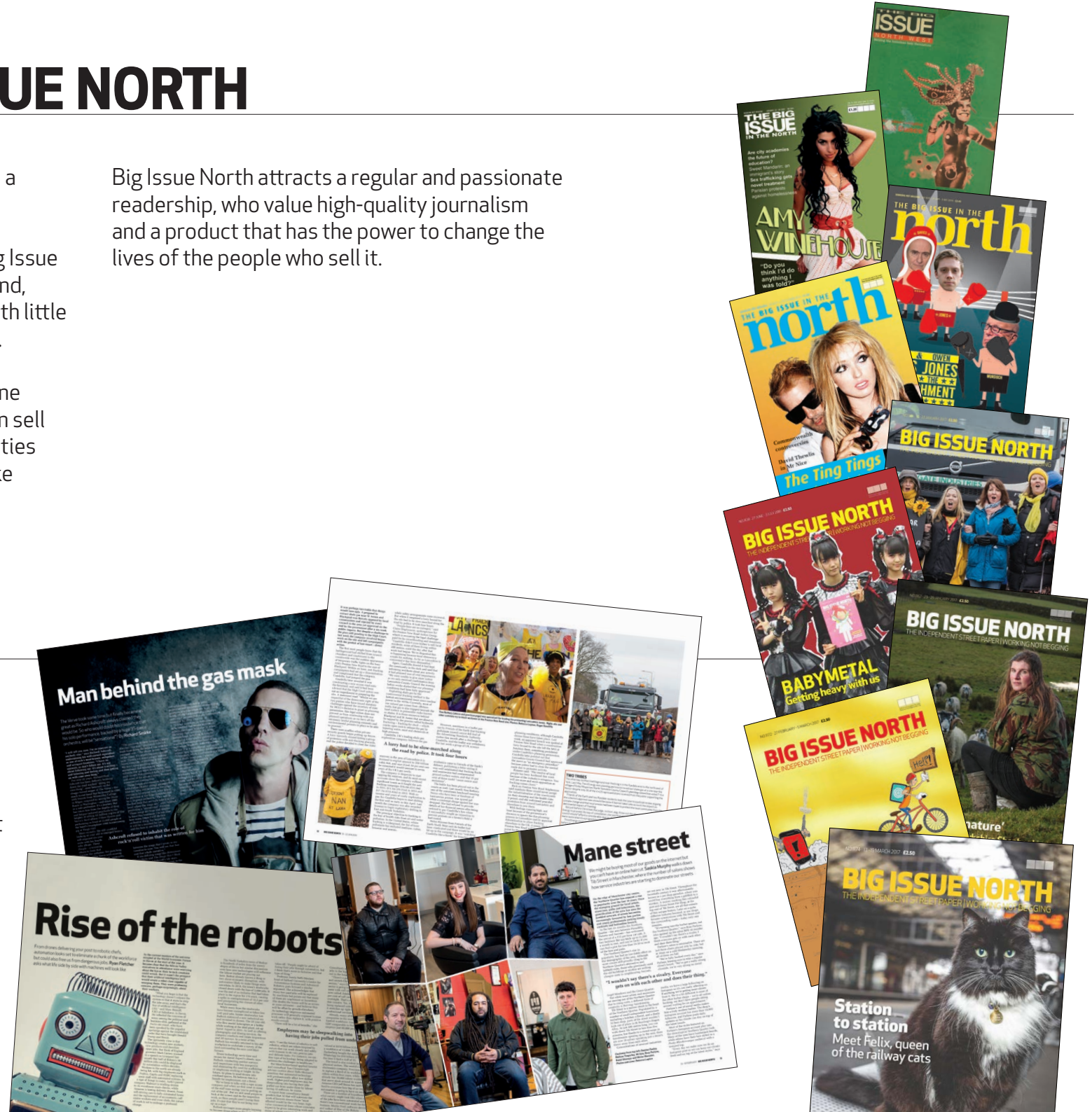
Our vendors buy Big Issue North from one of our regional offices for £1.25 and then sell it on established pitches in towns and cities for £2.50. They keep the £1.25 they make on every magazine.

Big Issue North attracts a regular and passionate readership, who value high-quality journalism and a product that has the power to change the lives of the people who sell it.

CONTENT

Big Issue North is a vibrant weekly general interest magazine, covering everything from current affairs, politics and social issues to arts, entertainment and sport. It reflects life in the north but is international in outlook.

The magazine is complemented by a modern, responsive and well-used website, which mirrors the content in the magazine, as well as providing exclusive bonus content.



REACH

Advertisers have a choice between placement in both Big Issue North and The Big Issue, ensuring national coverage, or exclusively appearing in Big Issue North, for a more focused regional approach.

Big Issue North circulation: 12,454 (ABC audited, Jan-Dec 2016)

National: 94,748 (ABC audited, Jan-Dec 2016)

Big Issue North website unique users: 8,718 (monthly average)

OUR READERS AT A GLANCE

Research shows that across the UK, Big Issue North and The Big Issue readers:

- Are split 50/50 between men and women
- Have an average age of 46
- Are socially, ethically and environmentally aware
- Are usually the main shopper in their household

Readers believe:

- That they should be well informed
- That we should strive for equality
- That it is important for a company to act ethically

Readers will:

- Pay more for quality goods
- Pay more for environmentally friendly products
- Buy fair-trade and organic where possible

At the heart of all of our readers is a strong social responsibility, an ethical mind and a passion to make a difference.



KEY SECTORS

Entertainment

Our readers are passionate across the arts, culture and entertainment sectors, and we offer a weekly hit of current, credible and independent reviews and recommendations on TV, film, books, music, and art. Research shows that:

- Our readers are five times more likely than the national average to go to a music festival
- **56%** of readers have visited an art exhibition or gallery in the last month
- **66%** of readers agree music is an important part of their lives
- Readers are twice as likely than average to be heavy cinema goers
- Readers are twice as likely than average to own a tablet.

Charity

We are well established within the charity sector and deliver campaigns for charities from display advertising, integrated sponsored editorial and supplements. Our readers are exceptionally charitable, and support an array of charities from homeless to world aid charities:

- **91%** of readers regularly donate to charity
- **26%** of readers are a member of the national trust
- **75%** of readers regularly participate in fundraising and events for charity.

CONTACT US

For advertising sales in Big Issue North or across the UK:

Claire Lawton

T: 0161 831 5561

E: claire.lawton@bigissueinthenorth.com

RATE CARD

Display advertising	Big Issue North	National
Outside back cover	£1500	£6000
Inside front cover	£1200	£5100
Inside back cover	£1000	£4860
Double page spread	£1700	£8100
Full page	£900	£4500
Half page	£500	£2430
Quarter page	£300	£1215
Loose inserts* (per 1000)	£36	£36

*A surcharge may apply for envelopes, or thick or heavy inserts

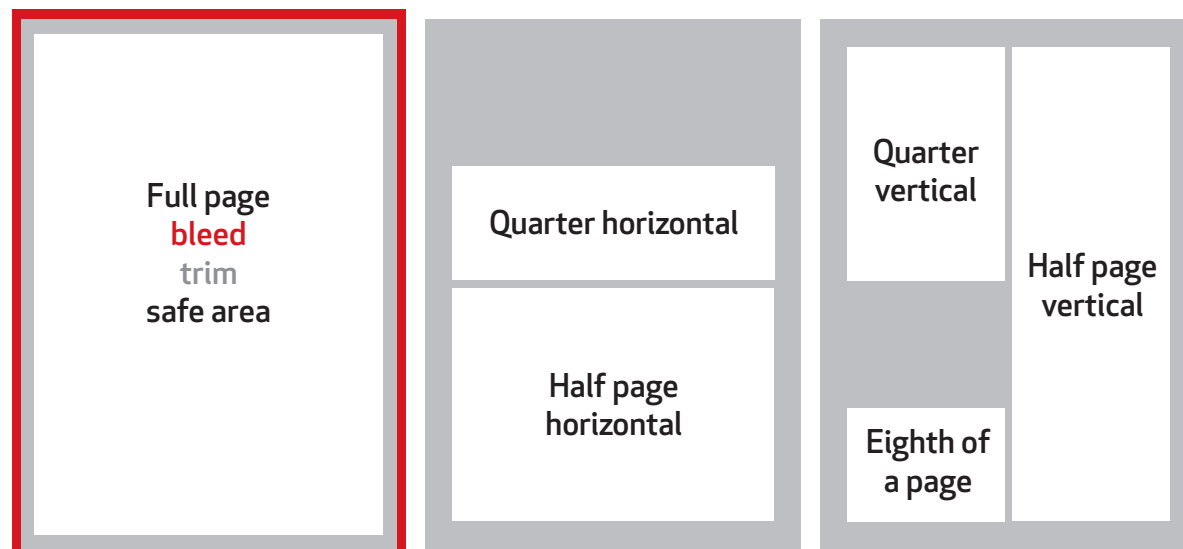
Recruitment advertising	Big Issue North
Full page	£700
Half page (vertical)	£400
Half page (horizontal)	£400
Quarter page	£250
Eighth page	£175
Double page spread	On request

Sizes

Full page (including bleed):	307 x 220
Full page (trim):	297 x 210
Full page (text safe area):	280 x 195
Half page horizontal:	130.5 x 180
Half page vertical:	264.5 x 88
Quarter page vertical:	130.5 x 88
Quarter page horizontal:	63.5 x 180
Eighth of a page:	63.5 x 88

All dimensions are in mm, and shown as height x width

To discuss **online advertising** please contact
Claire Lawton on 0161 831 5561



ADVERTISING SPECIFICATIONS

Key deadlines

Publication day: Monday

Copy deadline: 5pm Wednesday prior to publication

Cancellation deadline: One week prior to publication day

Copy contact

Claire Lawton

T: 0161 831 5561

E: claire.lawton@bigissueinthenorth.com

File format

Accepted file formats are pdf, jpeg and tiff, and should be supplied at a minimum resolution of 300dpi.

116 Tib Street

Manchester

M4 1LR

INSERT SPECIFICATIONS

For inserts outside these specifications, multi-paged inserts or envelopes, a sample must be supplied and approved by Big Issue North before the booking can be confirmed.

Loose inserts

Max height: 277mm

Min height: 148mm

Max width: 190mm

Min width: 105mm

Roll folds can be accepted if they contain a single folded edge to allow mechanical feeding. However, concertina and Z-folds cannot be inserted.

Delivery

For Big Issue North, deliver to Acorn Web Offset Ltd, Loscoe Close, Normanton Industrial Estate, Normanton, WF6 1TW

For inserts to the rest of the UK, deliver to BGP, Chaucer Business Park, Launton Road, Bicester, OX6 7QZ

Inserts must be delivered between five and seven days prior to the insertion date. Boxes should be clearly labelled Big Issue, with insertion date and quantity supplied.

Bound inserts

Max height: 297mm plus trims

Min height: 110mm

Max width: 210mm plus trims

Min width: 110mm (plus backflap if multi-page)

Multi-page bound-ins must have extra 8mm flap on the back page for machine insertion.

Paper substance

Maximum paper substance: 200gsm

Minimum paper substance: 80gsm