

# ADVERTISE IN THE BIG ISSUE

THE CHANCE IS IN YOUR POCKET  
**THE BIG ISSUE**

R30

**50**

*of SA's best*  
tell you their  
side of the  
South African story

• Thought leaders • Writers  
• Photographers • Poets • Comics

Mwambi Mtshali, David Gubbins, Zakes Mda,  
Ferdinand Potgieter, Heleen Louw, Zapiro,  
Jay Mankoo, Peter Hain, Idris Mkhize,  
Kwanda Pieter Marimane Tshepo & more

2011  
Collector's  
Edition

Made possible through the support of the Old Mutual Foundation



**The Big Issue - an entrepreneurial initiative, alleviating poverty for hundreds of vendors by giving them employment, dignity and independence.**

Cape Town's favourite monthly metropolitan magazine offers high profile visibility via direct vendor distribution throughout the Cape Metropole. Featuring 'big issue' news, opinion, photo essays, art & entertainment, humour, agents of change and adverts from brands with a passion for economic, social and cultural upliftment.

The Big Issue offers a growing readership of loyal, socially conscious urban professionals who recognise and support these brands, together contributing to this real time, genuine impact on social equality.

## WHAT SOME OF OUR READERS SAY

@Matt Visser - @BigIssueSA a great mix of feeling good for buying and smarter for reading

@AnliPanli - Another awesome @BigIssueSA bought from Pina at V&A Waterfront. Thank you for informative and useful content

Julie Shannon - A first rate magazine with first rate intentions. I never go without a copy.



## Ad Rates

	1 Insertion	2 TO 4	5 TO 8	9+
Double Page Spread	19,150	18,190	16,820	15,140
Full Page	10,000	9,500	8,790	7,910
Half Page	6,400	6,080	5,620	5,060
Third Page	4,350	4,130	3,820	3,440
Quarter Page	3,700	3,510	3,250	2,920
Eighth Page	2,350	2,230	2,060	1,860
Cover: Inside Front	14,950	14,200	13,130	11,820
Cover: Inside Back	13,350	12,680	11,730	10,560
Cover: Outside Back	17,500	16,620	15,370	13,830



### Please contact:

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**WWW.BIGISSUE.ORG.ZA**

For CSI, sponsorships, donations, The Big Issue is a Public Benefit Organisation, permitted to issue Section 18(A) Tax Certification. Tax benefits apply. The Big Issue has a beneficiary base of over 90% black South Africans: score BBBEE points

