

***“The last vestige of
honest journalism”***

**Nick Davies -
The Guardian**

***“I think it’s the
most brilliant
publication ever”***

James Corden

***“The Big Issue has become one of the world’s
most widely circulated street newspapers”***

Ed Miliband

**FREE GIGS FOR
THE BIG ISSUE :**

RAZORLIGHT

ELLIE

GOULDING

MATT CARDLE

**THE BIG
ISSUE**

**A HAND-UP,
NOT A HAND-OUT**

GUEST EDITS ;

DAVID CAMERON

JAMIE OLIVER

FATBOY SLIM

DAMIEN HIRST

***“The big issues approach to poverty and
homelessness was revolutionary and inspirational
20 years ago and it remains so today”***

Nick Clegg

***I think it’s a grand magazine - very
entertaining and informative’***

Jacqueline Wilson - Iconic Children’s author

www.bigissue.com

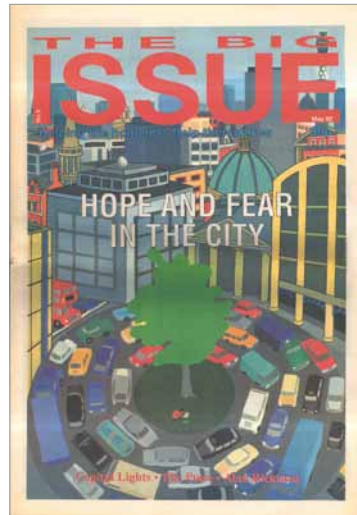
A business solution to a social problem

The Idea

In 1991 Gordon Roddick and John Bird formed the Big Issue in response to the growing number of rough sleepers on the streets of London.

Roddick, also co-founder of The Body Shop, was inspired by a newspaper called Street News, which was sold on the streets of New York.

The two believed that the key to solving the problem of homelessness lay in helping people to help themselves. They were determined to offer homeless people the opportunity to earn a legitimate income.



Our Business

The core operation has not changed. Each week The Big Issue Company publishes a magazine. Big Issue vendors buy the magazine at 50% of the cover price, making 100% profit on each Issue sold.

Big Issue vendors are:

- Homeless or vulnerably housed individuals
- signed up to the Big Issue code of conduct.
- not employed by The Big Issue
- not reimbursed for magazines which they fail to sell.

Building personal finance skills together with the confidence gained through successful sales of the magazine, are crucial in helping homeless people reintegrate into mainstream society.



Our magazine

“Irreverent, challenging, chest-out, campaigning, frequently uplifting and fearless. We will ask tough questions of authority and challenge the status quo. We are in the community, of the community, up from the streets, and unlike anybody else. We are The Big Issue.”

Paul McNamee, Big Issue Editor

The Big Issue combines an irreverent look at news, entertainment and culture, delivering a weekly dose of credibility from the streets.

Breaking News

A galaxy of stars have given exclusive interviews to the magazine, including George Michael, Paul McCartney, David Beckham, Prince William and the Stone Roses (who used The Big Issue to announce their plans to reform).

Celebrity “Guest Editors” including Fat Boy Slim, Jamie Oliver, Damien Hirst and Trudie Styler have all thrown their creative talents into the heady world of publishing to spectacular results.

In 2011, the year of the Big Issue’s 20th birthday, Prime Minister David Cameron took on the role of Guest Editor. The Cameron edition included contributions from US First Lady, Michelle Obama, and Microsoft Chairman, Bill Gates, as well as the Prime Minister’s own personal reflections.



Our readers

The Big Issue invented paid for street media and continues to innovate today. Unique distribution directly into the hands of consumers means there is no other title with the value of The Big Issue – we exist outside of throwaway culture.

Read by:

- Urbanites leading busy lifestyles
- Prepared to pay extra for quality
- Culturally, ethically and socially aware
- Courageous conscientious consumers

In figures:

- 60% under 44
- 70% ABC1
- 69% believe it is worth spending more on quality goods
- 45% spend over 30mins reading
- Hard to reach audience – our readers do not read print competitors.



Reader engagement

Our readers proudly share The Big Issue ethos of “A Hand Up Not a Hand-Out” and demonstrate a customer loyalty that goes beyond purchase - whether through fundraising for Big Issue Foundation events or tweeting their feedback to @BigIssue. The Big Issue builds on this following by offering exclusive downloads and staging free “Big Buses” with celebrity acts.



Achievements

Over the past two decades the organisation has helped thousands of homeless people to help themselves, and in the process created a world renowned blueprint for social change. It has also become an international publishing phenomenon and one of the best known brands in the UK. This brief history charts the major milestones of the past 20 years...

John Bird and Gordon Roddick launch The Big Issue as a monthly newspaper in London. Its headline: "But why don't the homeless just go home?" Numbers of statutory homeless in England stand at 177,000 households, or more than 300,000 people.

The Big Issue Foundation is set up to help vendors address the issues leading to their homelessness, including lack of access to housing, mental health issues, financial exclusion and institutionalisation.

THE BIG ISSUE FOUNDATION

Legendary Manchester band The Stone Roses announce the release of their eagerly awaited comeback album in an exclusive interview with The Big Issue.

Launch of Big Issue Invest, a specialised provider of finance to



social enterprises. High profile investments include Jamie Oliver's Fifteen Foundation and Belu Water.

The Big Issue celebrates its 15th birthday with an exhibition of its photographic archive at Proud Galleries.



Prime Minister David Cameron guest-edits the magazine. The Big Issue supports over 2500 active vendors across the UK. 20 years on, the Big Issue is once again living in a time of economic uncertainty, with an estimated 2.5 million people unemployed, and the number of home repossessions rising.

October publication of magazine's 100th issue.

The magazine goes weekly, with an official launch at the House of Commons. The Big Issue launches in Scotland, Wales and South-West England.

The Big Issue goes global with launches in Australia and South Africa.

The Big Issue moves from Kings Cross to offices in Vauxhall and celebrates its 10th birthday. This coincides with the publication of Coming Up from the Streets, a book documenting the organisation's first 10 years.

David Bailey, famous for photographing the biggest stars of the 1960s, photographs homeless Big Issue vendors for an exhibition at the Barbican.

George Michael gives his second exclusive interview to The Big Issue after being arrested in a public toilet in Los Angeles. John Bird & The Big Issue awarded the United Nations Habitat Scroll of Honour at a ceremony in Nairobi.

The Big Issue Kenya launches in Nairobi and The Big Issue Zambia launches in Lusaka.

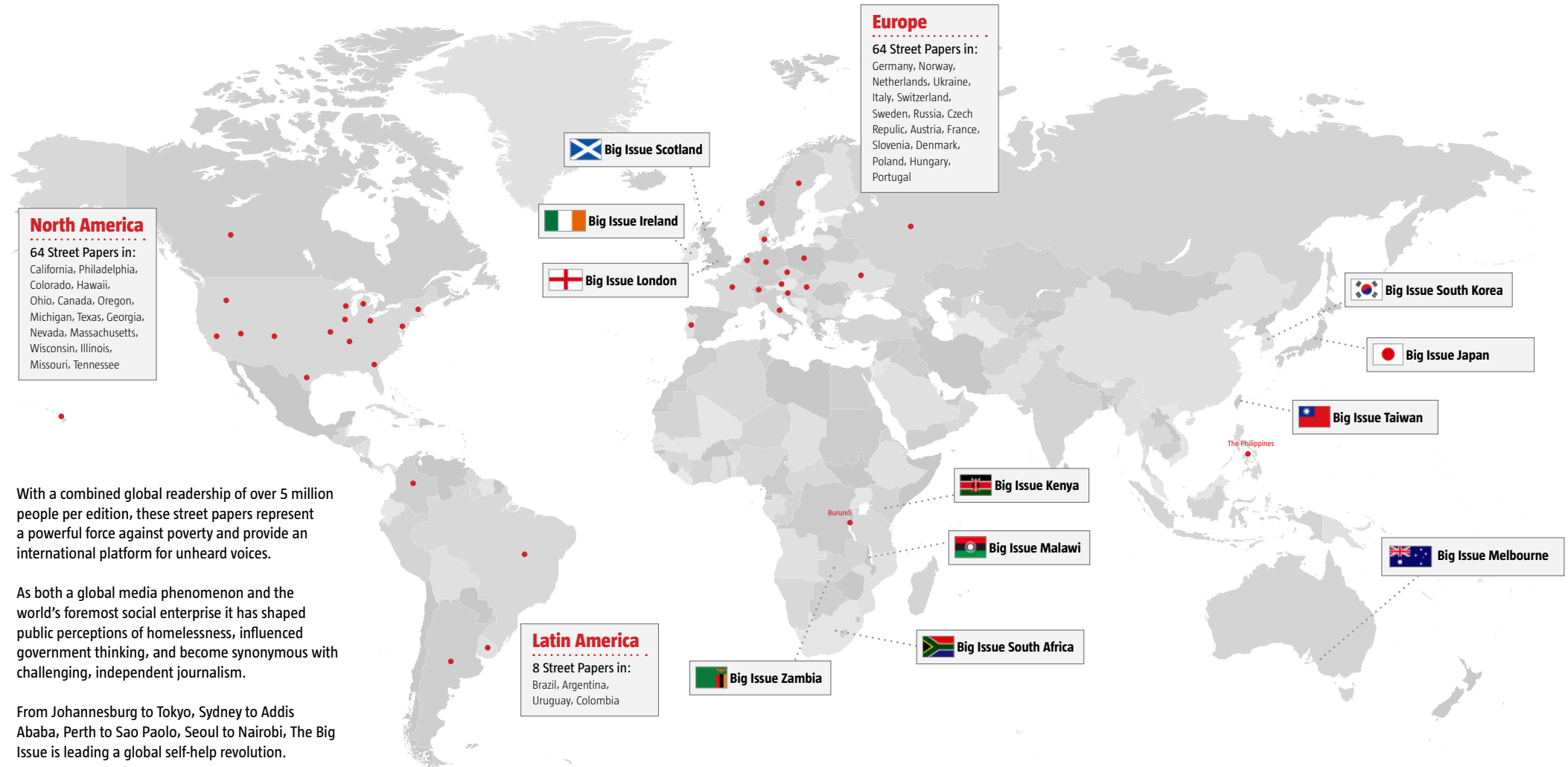
Big Issue Taiwan and Big Issue Korea launch in Taipei and Seoul.

Big Issue Malawi launches in Blantyre.

1991 1992 1993 1994 1995 1996 1997 1998 1999 2000 2001 2002 2003 2004 2005 2006 2007 2008 2009 2010 2011

Street Papers

In the twenty years since The Big Issue's launch, its innovative business model has inspired over 100 imitations in 40 countries and helped hundreds of thousands of homeless people across the globe to take control of their lives.



With a combined global readership of over 5 million people per edition, these street papers represent a powerful force against poverty and provide an international platform for unheard voices.

As both a global media phenomenon and the world's foremost social enterprise it has shaped public perceptions of homelessness, influenced government thinking, and become synonymous with challenging, independent journalism.

From Johannesburg to Tokyo, Sydney to Addis Ababa, Perth to Sao Paolo, Seoul to Nairobi, The Big Issue is leading a global self-help revolution.

THE BIG ISSUE

For more information please
visit www.bigissue.com