



THE BIG ISSUE:



- published weekly by Dennis & The Big Issue Ltd, 1991 to present.
- Set edition: October 17-23 2016
- Price: £2.50
- Circulation: 82,000 readership

Website: <http://www.bigissue.com/>

Genre: Independent/current affairs/entertainment/street magazine.

Tagline: 'A hand up not a handout'

'From an award-winning magazine offering employment opportunities to people in poverty, to a multi-million pound social investment business supporting enterprise to drive social change. For over 25 years The Big Issue Group has strived to dismantle poverty through creating opportunity, in the process becoming one of the most recognised and trusted brands in the UK.'

Industry research task:

The Big Issue - <http://www.bigissue.com> in conjunction with Dennis Publishing.

- Is the publisher a large/mainstream organisation or an independent publisher?
- Is the publisher part of a media conglomerate?
- What other products (magazines or other media products) does the organisation produce?
- How is this significant for the magazine?

Brand identity:

Task: <http://www.bigissue.com/about/>, <http://www.bigissue.com/advertising/>

What do the above pages reveal about:

- The brand identity, including the ethos of The Big Issue?
- The unique nature of the distribution model?
- The associated organisation – The Big Issue Foundation.

Analytical task:

- How is this brand identity and ethos evident in the set edition of *The Big Issue*?

Research Task:

Access the following websites: <https://goo.gl/EHLBHM>, <https://goo.gl/1eiGyF>, <https://goo.gl/ZZKBwQ>, <https://goo.gl/FGdZEq>

Summarise the following points:

- How the brand identity has developed over time.
- How the magazine maintains an audience.
- How the magazine achieves success when many other magazines are in decline.