

***The Big Issue* to increase print run**

In the wake of the relaunch of *The Big Issue* in June 2007, MD Trudy Vlok is optimistic about the future of the magazine and of the 350 vendors who rely on it for an income – especially since September has been the second successive month in which the title sold out early and thus the print run will increase by 1000 to 16 000 from the next edition.

"Since Donald Paul, our new editor, has come on board, the magazine has done an about-turn. He has a dynamic work ethic and together with a great team of staff and interns, has brought a fresh new look to the magazine, and given an edge to its editorial content," says Vlok.

"The increase in sales is incredibly heartening because it means an increase in income for our hard-working vendors. And it's great to see the commitment and effort of our dedicated staff in distribution, editorial and marketing paying off."

Increased sales

According to distribution manager Lance Mostert, the first week's sales increased by a small percentage and even more in the third and fourth weeks, "which is fantastic because it means the public are behind us 100%. While current print run is 15 000, we will be increasing it to 16 000 from the next edition to sustain the upward sales trend."

"If the magazine puts food on the table then I am fulfilling my role as editor," says Paul. "My goal for the magazine is to increase the print run to 20 000 over the next six months. I believe that we can achieve it because of the caliber of the staff, the great quality of the magazine's articles, and the persistence and dedication of the vendors who sell the publication rain or shine."

"Whether it's the staff on the production team or the vendor on the street, we are working together as a team to bring readers a fantastic read and to bring about change for the underprivileged in our communities."

Since its launch in 1996, *The Big Issue* has created employment for over 9000 people.

Look out for your copy of *The Big Issue*. The cost of R12 per magazine still applies, with R6 going to the vendors.