

Introducing The New Issue

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The creators of *Big Issue North* magazine have launched a new publication, telling untold stories and created to change the lives of the most vulnerable people in our society.

The New Issue is a quarterly magazine, which contains real stories – beautifully told. It offers stunning photography combined with high-quality independent writing, covering everything from changing landscapes and social issues, to lifestyle and fiction. It's a long read; something to take time over and savour.

While *The New Issue* is sold directly to subscribing individuals and businesses, its ethos remains that of *Big Issue North*. All profits from sales of the new publication go back into support the people who sell *Big Issue North* on the streets, creating more opportunities for people facing barriers to employment, and facing homelessness or vulnerable living situations.

As well as its beautiful aesthetic, clear social purpose and broad editorial remit, the other thing that sets *The New Issue* apart is what isn't in it – advertising. It means the content of the magazine is truly independent. It's beholden to no one but the peoples whose stories are told and its readers.

The New Issue is for people who want to know more about the world around them, and who value the permanence and beauty that *The New Issue* offers in an increasingly transient world.

It's for organisations that have a customer base that value the kind of insightful content that we provide, bound up in an aspirational, coffee-table package. Equally, it's for organisations with a clear sense of social responsibility, who recognise their place in their communities, and the importance of taking every opportunity to do good and change lives.

Fay Selvan, publisher, said: "Readers of *The New Issue* aren't just consuming great journalism and untold stories in a beautiful package, they are changing lives at the same time. As well as supporting people to change their lives through selling *Big Issue North*, it has always been our mission to shed light on untold stories through our journalism – and we're delighted to be furthering that aim.

"I'm particularly proud of *The New Issue*'s commitment to independent journalism. There's no shareholders, no advertisers, and no political agenda involved in our reporting or our decision making.

"In today's world, where media conglomerates decide who will be Prime Minister, and social media is manipulated by people with money to influence opinion, we are desperately in need of a truly independent way to hear about real people's lives. And that's what *The New Issue* offers. It caters for those people who want to make responsible, ethical purchasing decisions, at a time when so much of what we consume can be bound up in unethical, irresponsible consequences."

Kevin Gopal, editor of *The New Issue* and *Big Issue North*, said: "We're proud of the journalistic integrity of *Big Issue North*, and our reputation for quality reporting, but *The New Issue* gives us the chance to do something different.

"As it's quarterly, it affords us the breathing space to dig deeper into untold stories, and give ourselves a broader remit – from social issues to lifestyle, sport and fiction. For instance, our first edition features an unpublished short story from Booker-nominated author Sarah Hall, as well as an in-depth report on the fate of Britain's last deep coal miners.

"This is about great and unique journalism; the fact that *The New Issue* also creates opportunities for people who have the least is the icing on the cake."

The New Issue costs £40 for an annual subscription, and the first issue is out now. To subscribe to The New Issue, visit www.newissue.co.uk

Interview opportunities

Kevin Gopal and Fay Selvan will be available for interview regarding *The New Issue*. To arrange an interview or for further information, contact george.wright@thebiglifegroup.com

Notes to editors

Media:



Related Sectors:

Charities & non-profits :: Entertainment & Arts :: Media & Marketing ::

Related Keywords:

Big Issue North :: Big Issue North Trust :: New Issue :: The New Issue :: New Issue Magazine :: The New Issue Magazine :: Homelessness :: Social Enterprise ::

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- *The New Issue* is a national magazine, produced by *Big Issue North*. Although it comes from *Big Issue North*'s publishers, it isn't sold on the streets, and does not compete with *Big Issue North*'s vendors. Its creation supports the success of street papers and their vendors.

- With a long and deep-rooted history of creating journalism for social change, *Big Issue North* magazine has been sold on the streets since 1992 by people with little or no other means of earning an income. With *Big Issue North*, our vendors buy the magazine off us for £1.25, and sell it for £2.50, keeping the profit they make.

- *The New Issue* is published by *Big Issue North* and is separate from *Big Issue UK*. It does not compete with it, or with its vendors. *Big Issue North* works closely with *Big Issue UK* on our weekly street paper and will continue to do so.

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