



gallery

INTRODUCTION

Gallery is a design award-winning magazine about art, ideas and creative people. Featuring new writing, interviews and photography by leading Australian and international contributors, *Gallery* explores the stories and people behind art, design and the NGV. *Gallery* is published bi-monthly by the National Gallery of Victoria.

OVERVIEW

Gallery is audited by the Circulation Audit Bureau and with over 29,000 copies distributed per issue has one of the highest readerships of any Australian arts and culture magazine.

OUR READERS

- NGV Members and stakeholders
- Visitors to the Gallery
- People interested in art, design, ideas, culture and creativity

OUR VOICE

- Confident
- Contemporary
- Creative
- Conversational
- Exploratory

DISTRIBUTION

Our 27,000 plus NGV Memberships, supporters and key stakeholders are automatically subscribed to NGV Magazine. NGV Magazine is stocked in NGV design stores in The Ian Potter Centre: NGV Australia at Federation Square, and NGV International on St Kilda Road. NGV Magazine is also available at NGV design store online for single issue purchase or an annual subscription.



OVERVIEW

PUBLICATION

Gallery is audited by the Circulation Audit Bureau and with 29,744 copies distributed per issue, has one of the highest readerships of any Australian arts and culture magazine. Sold at NGV design stores, the magazine's distribution will be extended to targeted galleries and boutique booksellers. *Gallery* will also ship Australia wide and internationally from our online store.

THE DESIGN

Gallery features a layout on a selection of coated and un-coated paper stocks with a contemporary new design.

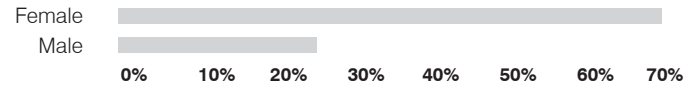
OUR AUDIENCE

The National Gallery of Victoria is Australia's first and oldest gallery, established in 1861. The NGV has more than 27,000 Memberships with a passion for art and culture, including design, photography, fashion and architecture.

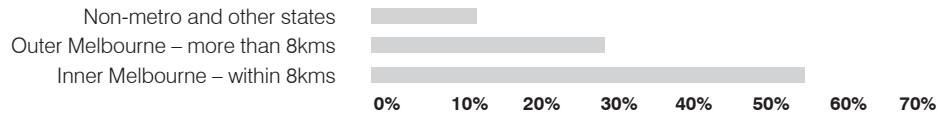
They are educated females and males aged 20–75.

AUDIENCE PROFILES

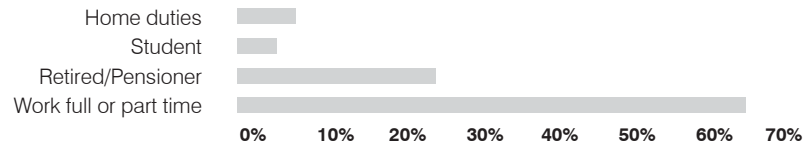
GENDER



GEOGRAPHY



OCCUPATION



AT A GLANCE



CIRCULATION

29,744 Publisher's statement
 — Circulation Audit Bureau
 March 2016
 6 issues per year

LOADINGS

Specified positions – 10%
 Outside Back Cover – 20%

INSERTS

Price on application
 (space/weight dependent)

AGENCY COMMISSION

10% agency commission

**ADVERTISING CONTACTS
 BOOKINGS**

Lee Tierney
phone (03) 5956 6585
email zoerethers@bigpond.com

**GALLERY IS PUBLISHED BY
 NATIONAL GALLERY OF VICTORIA**

180 St Kilda Road
 Melbourne VIC 3004
 ngv.melbourne

DEADLINES

| ISSUE | BOOKING DEADLINE | MATERIAL DEADLINE | ON SALE |
|----------------|------------------|-------------------|------------------|
| Jan/Feb 2017 | 28 October 2016 | 4 November 2016 | 30 December 2016 |
| Mar/April 2017 | 27 December 2016 | 3 January 2017 | 28 February 2017 |
| May/June 2017 | 24 February 2017 | 3 March 2017 | 28 April 2017 |
| Jul/Aug 2017 | 28 April 2017 | 5 May 2017 | 30 June 2017 |
| Sep/Oct 2017 | 30 June 2017 | 7 July 2017 | 1 September 2017 |
| Nov/Dec 2017 | 25 August 2017 | 1 September 2017 | 27 October 2017 |
| Jan/Feb 2018 | 27 October 2017 | 3 November 2017 | 29 December 2017 |
| Mar/April 2018 | 29 December 2017 | 5 January 2018 | 2 March 2018 |
| May/June 2018 | 23 February 2018 | 2 March 2018 | 27 April 2018 |
| Jul/Aug 2018 | 27 April 2018 | 4 May 2018 | 29 June 2018 |
| Sep/Oct 2018 | 29 June 2018 | 6 July 2018 | 31 August 2018 |
| Nov/Dec 2018 | 24 August 2018 | 31 August 2018 | 26 October 2018 |

Note: Advertising deadlines are subject to change (Effective 1 January 2014).

Note: No cancellations accepted after booking deadline.

ADVERTISING RATES Effective 1 January 2012

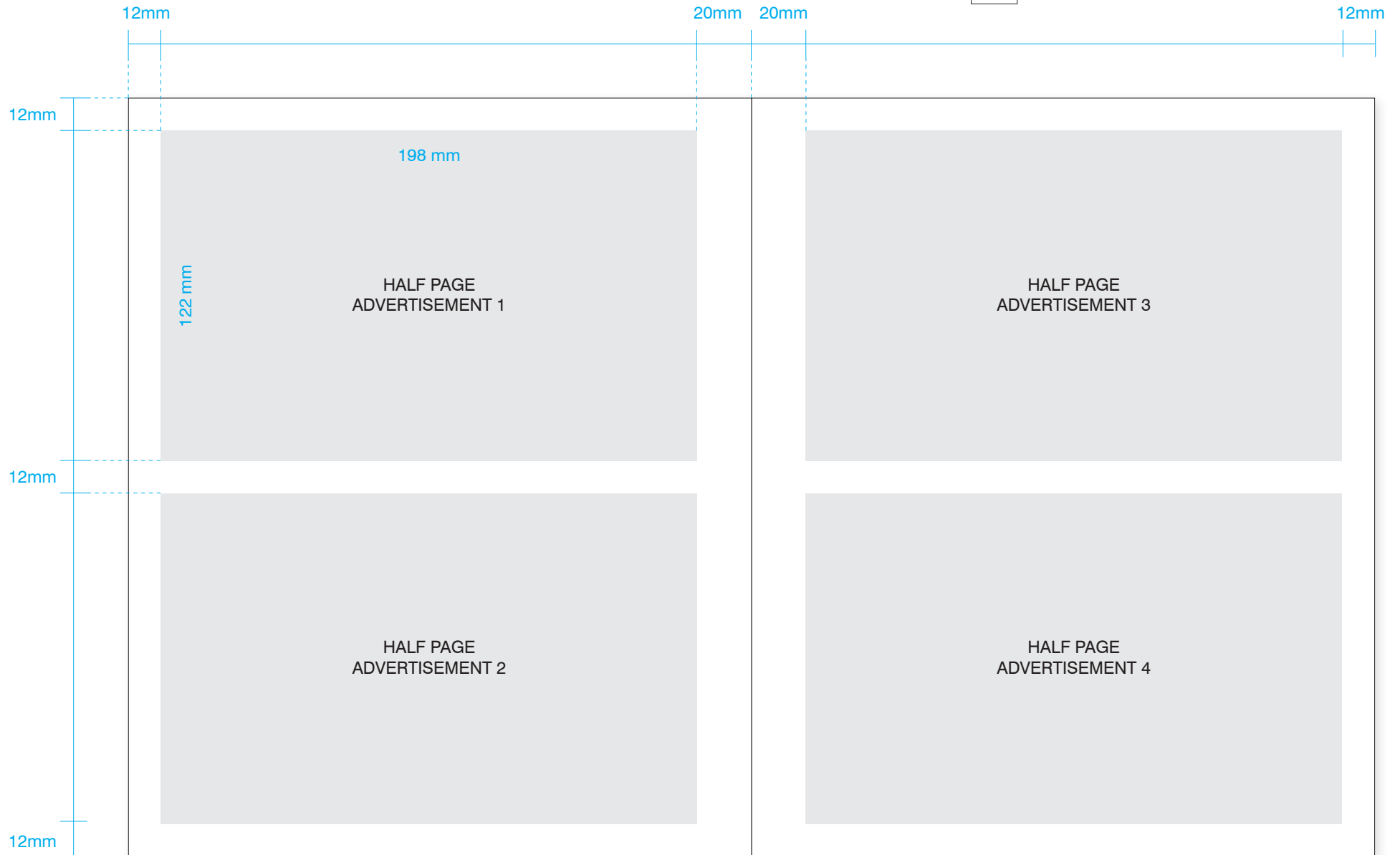
| FULL PAGE (EX GST) | |
|--------------------|---------|
| Casual | \$2,990 |
| 3x | \$2,720 |
| 6x | \$2,332 |

| DOUBLE PAGE SPREAD (EX GST) | |
|-----------------------------|---------|
| Casual | \$4,800 |
| 3x | \$4,368 |
| 6x | \$3,745 |

| HALF PAGE (EX GST) | |
|--------------------|---------|
| Casual | \$1,695 |
| 3x | \$1,440 |
| 6x | \$1,322 |

HALF PAGE ADVERTISEMENT SPECIFICATIONS

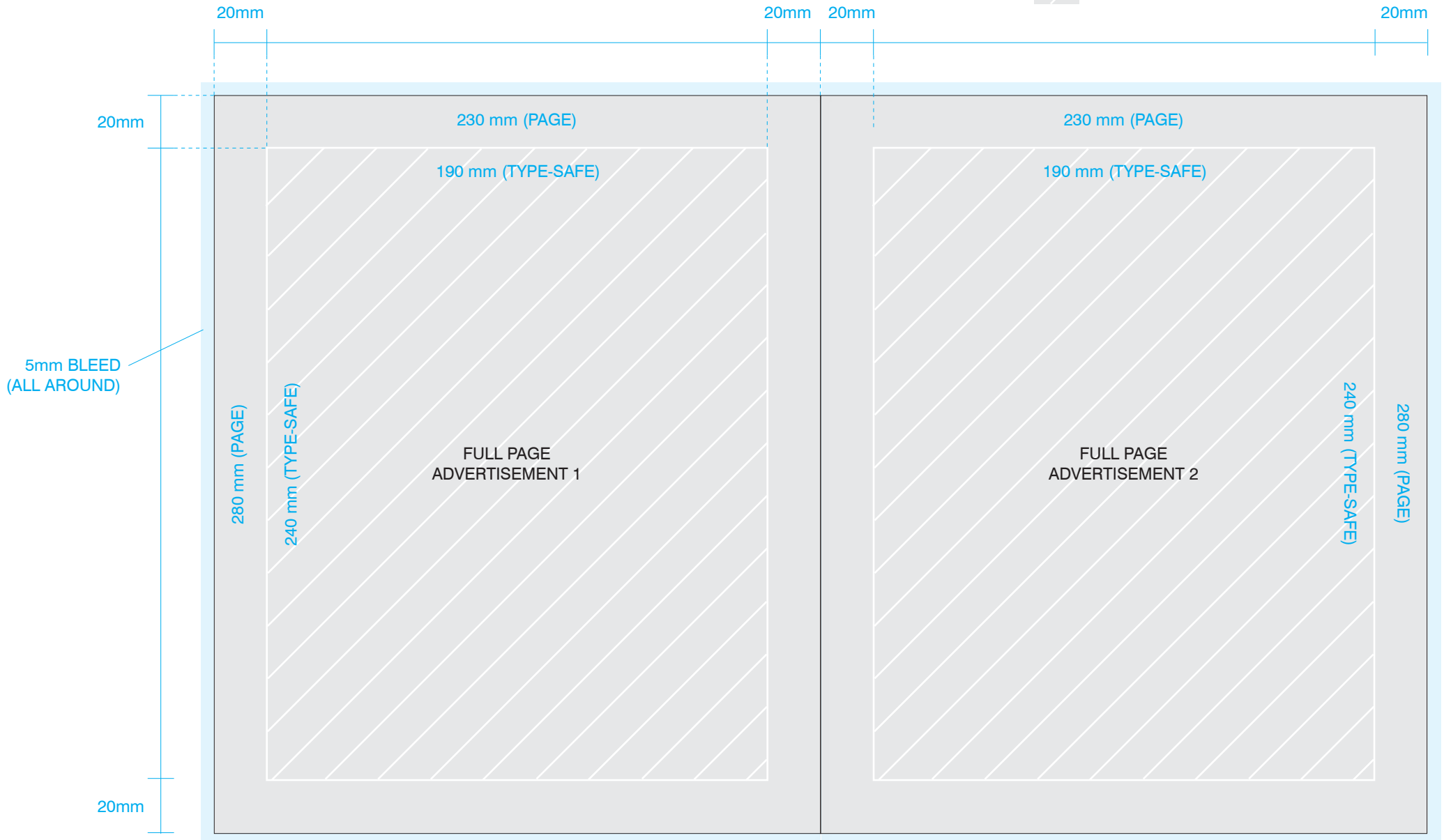
There are FOUR half page advertisements per double page spread in the magazine.



NOTES: Page size (print area) for EACH advertisement is: 198 mm wide x 122 mm high.
Your image can run to the edge of the print area, but please DON'T add bleed. No trim marks are needed.

FULL PAGE ADVERTISEMENT SPECIFICATIONS

There are TWO full page advertisements per double page spread in the magazine.



NOTES: Page size for each advertisement is: 230 mm wide x 280 mm high.

Type-safe area is: 190 mm wide x 240 mm high – this is to ensure that your content reproduces clear of margins and the binding area of the magazine. Images can run full bleed. Your supplied artwork should include 5mm bleed all around and show trim marks to the page size (230 x 280).

DELIVERY

ARTWORK

PDF files be created to the ISO PDF/X-1a:2003 standard. To make it easier to produce a compliant and print ready PDF, 3DAP provides Colour and PDF export settings as a free download. 3dap.com.au/creating.html

Please provide PDF files in 2 3DAPV2 compliant colour profiles for uncoated and coated stock. Paper Type 1 for coated and Paper Type 4 for uncoated. A high quality, 3DAPV2 compliant, digital colour proof is required for all files submitted. If you choose not to supply a digital proof, National Gallery of Victoria will not be held responsible for variations between supplied files and the final printed ad.

National Gallery of Victoria only accepts digital material. PDFs preferred. (Note: We do not accept Word, Publisher or Powerpoint files.)

Please ensure that registration and trim marks do not appear on artwork. For full page and double page spreads bleed should be set to 5mm outside the trim area. Please take care to set this in the 'Marks and Bleed' area of your software program.

Ads can be submitted as press ready PDF files emailed to – GalleryAdvertising@ngv.vic.gov.au or sent on a disk. If sending material by disk, the disk must be accompanied by a colour printed proof.

Double page spreads are to be supplied as separate single page files with 5mm bleed all around. Any critical information across the spine area should be double imaged across the gutter. Double image allowance is 3mm each side of the gutter inclusive of the trim size. Spacing of type across the centre should clear the spine by a minimum of 6mm on each side.

MATERIAL

email GalleryAdvertising@ngv.vic.gov.au

WE ASK THAT:

All font information embedded. True Type fonts are not to be used. All scans to be at 300dpi minimum and scaled to no more than 100% of their size in the layout. Minimum type size recommended is 10pt. Type reversed out of a four colour image or background should be no smaller than 12pt. Consideration should be made when using coloured type that total density do not exceed ink limits. Also take care when using a light coloured tint where type detail might be lost.

Correct Grey balance calibration to be set for scans. Ensure colours in your document are CMYK. RGB or other colour formats will be rejected. Spot colours will not be accepted. If you are using PMS colours, these must be broken down into CMYK process colours on the original file.

Solid Black panels or large areas of background should carry at least 2 colours to ensure reinforce the black print. We recommend at least 20% cyan or magenta. Total ink density should be between 280-310% with a black limit of 90% and allow for 15-20% dot gain. UCR, with a total ink density of 230% with 90% black, will be applied to four colour black images.

Recommended minimum line weight is 1pt with a maximum of 2 colours overprinting.

TERMS AND CONDITIONS**General Conditions**

No cancellations of space can be accepted after the published booking deadline. If copy is not received by deadline date, the Publisher reserves the right to insert copy previously published. The positioning or placing of an advertisement is at the Publisher's discretion, except where specifically agreed to by the Publisher and a loading is paid by the client. Space cancelled within a contract period, thereby affecting a discounted rate, will result in the advertising under that contract reverting to the appropriate rate for the number of insertions. The advertiser cannot make alterations to dates marked on the booking form unless authorised by the Advertising Bookings contacts. The client warrants that the advertisements to be placed pursuant to this order will: Contain no defamatory, obscene or otherwise unlawful matter; Not infringe any rights, including copyright, or any third parties; Comply with the Standards of The Media Council of Australia, The Advertising Standards Council, all other relevant regulatory bodies and; Not in any way be false, misleading or deceptive or otherwise breach any provision of the Trade Practices Act. The Publisher reserves the right to reject any advertisement considered to be unsuitable for publication.