

# NGV MAGAZINE

MEDIA KIT 2017

NG

V



# NGV MAGAZINE

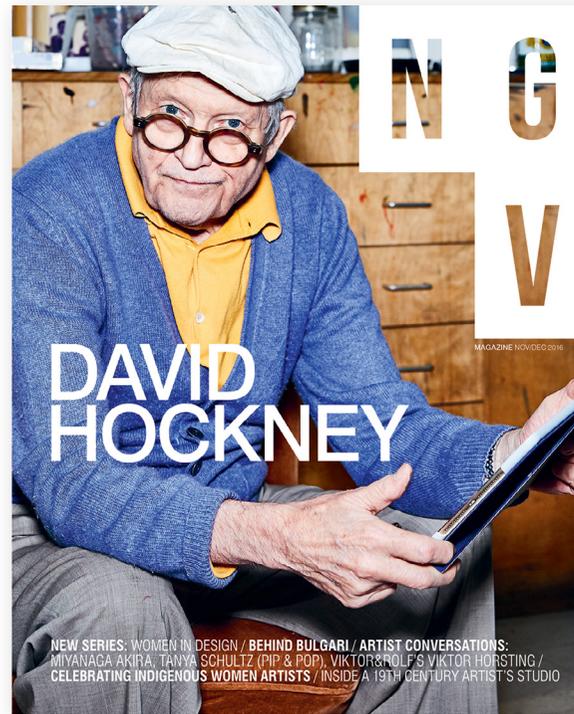
Introducing *NGV Magazine* (previously *Gallery magazine*)

Art. Ideas. Design. Creativity. With new writing, interviews, photography and exclusive features, *NGV Magazine* is about the people and stories behind great art and design.

*NGV Magazine* is the magazine of the National Gallery of Victoria. Australia's most visited public art gallery, the NGV was founded in 1861 and continues to capture the imagination of 2.4 million visitors each year.

*NGV Magazine* embodies this personality with dynamic, modern design, editorial commissioned from around the world, and a focus on content that is unique, engaging, and celebrates creativity of all kinds.

*NGV Magazine* is published bi-monthly.



# AUDIENCE OVERVIEW

## OUR AUDIENCE

- Executives, business leaders
- Artists, architects, designers, creatives
- Collectors, patrons, supporters
- Entrepreneurs, innovators
- Influencers, critical thinkers
- Academics, researchers

## OUR VOICE

- Confident
- Contemporary
- Creative
- Curious
- Exploratory

## OVERVIEW

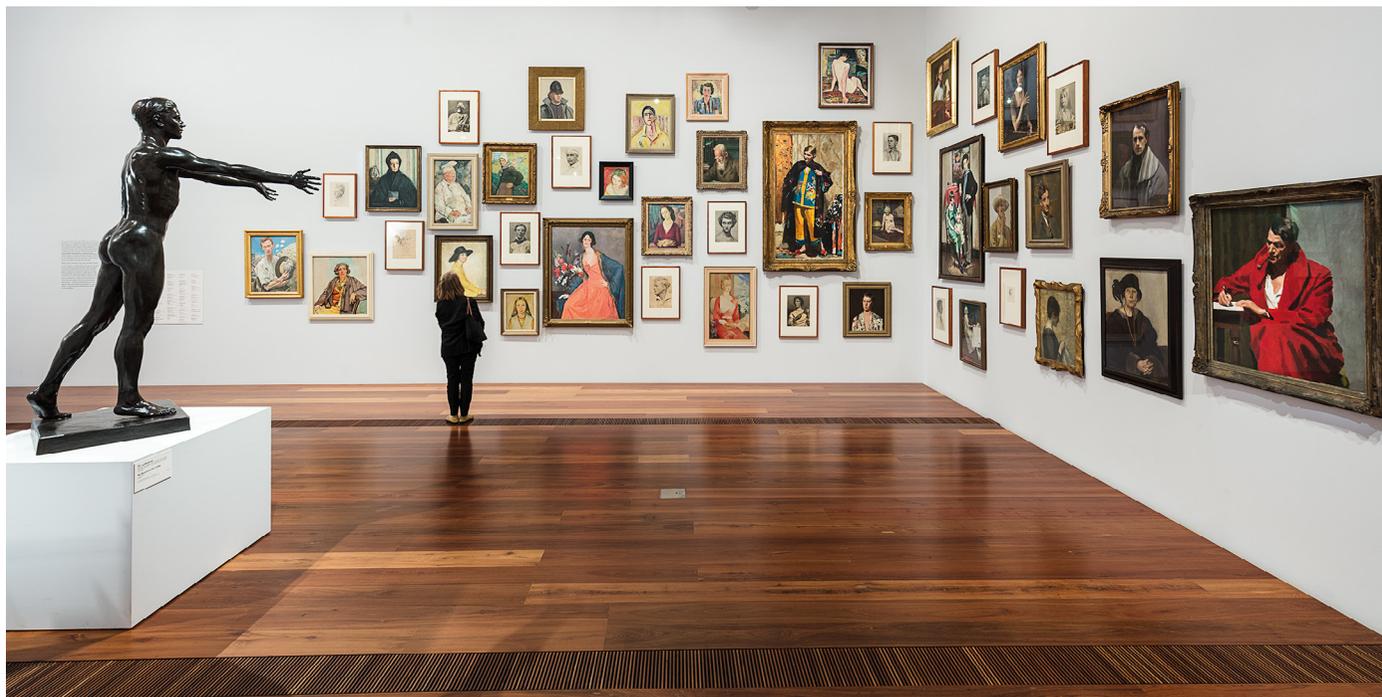
With over around 29,000 copies distributed per issue *NGV Magazine* has one of the highest readerships of any Australian arts and culture magazine. NGV's 27,000 plus NGV Members, corporate partners, supporters, patrons and key stakeholders are automatically subscribed to *NGV Magazine*.

*NGV Magazine* is stocked at the NGV design stores at NGV Australia, Federation Square and NGV International.

*NGV Magazine* is also available at NGV design store online for single issue purchase or an annual subscription

## THE DESIGN

*NGV Magazine* features a layout on a selection of coated and un-coated paper stocks.



## DEMOGRAPHICS

### AGE

**20–75**

### GENDER

**70%**

Female

**25%**

Male

### GEOGRAPHY

**15%**

Non-metro and other states

**30%**

Outer Melbourne  
(more than 8kms)

**55%**

Inner Melbourne  
(within 8kms)

### OCCUPATION

**6%**

Home duties

**4%**

Student

**25%**

Retired/Pensioner

**65%**

Work full or part time

# CONTENT OVERVIEW

## CONTRIBUTOR PROFILE

*NGV Magazine* commissions leading writers and photographers from around the world to produce new content especially for the publication. Our writers include journalists, novelists, poets, editors, researchers, curators and artists. Recent contributors have been commissioned from Paris, Dubai, Melbourne, Sydney, Tokyo, LA, Perth, regional Australia, Washington DC and Berlin.

## EDITORIAL PROFILE

Regular sections:

**Making News:** A round-up of major local and international announcements, events, milestones and cultural hotspots.

**Feature:** Essay and photo feature offers detailed coverage of major artists, exhibitions and events at NGV with exploratory writing, expert insights and unique perspectives.

**Studio:** Insider access to the neighborhood, life and creative spaces of diverse artistic minds around the world, by writers and photographers local to their city.

**Interview:** In-depth Q&A with artists, influencers, creative leaders and cultural innovators.

**Creative Sparks:** First person accounts of the professional journeys and lightbulb moments for people working in the creative industries, from costume and floral design to visual artists, makers and artistic directors.

**Women in Design:** From Dubai to Milan, Melbourne and beyond, a series on the women behind creative and cutting-edge design and enterprise.

**Collection:** Every picture tells a story: Fresh perspectives on the people, stories and provocations behind artworks in the NGV Collection.

**People:** Key moments and people at NGV.

**My NGV:** Personalities from culture and media speak about their life and work, and choose a work in the NGV Collection with special significance

**Books:** interviews, edited extracts and hot-off-the-press access to publications at NGV

**Museum Life:** Behind-the-scenes insight into museum life via interviews with people working in diverse roles at NGV

**Last Word:** Life, love and culture in this short Q&A with a range of personalities



# OUR ADVERTISERS

**LAND AND PEOPLE**  
NEW MEDIA WORKS FROM ASIA - PACIFIC

8 February – 12 March 2017

LAV DIAZ (Philippines)  
SUNG DONG (China)  
NINA KIM (South Korea)  
SUDSIRI PUJ-OCK (Thailand)  
CHARWEI TSAI (Taiwan)  
YANG TONGLIANG (China)

CAIRNS REGIONAL GALLERY  
100 Esplanade, Cairns  
07 4054 4800  
cairnsmuseumgallery.com.au  
cairnsmuseumgallery  
cairnsmuseumgallery

CAIRNS REGIONAL GALLERY

**BVLGARI**  
ROMA

**DIVAS' DREAM**  
SYDNEY • HELSINGBORG COLLINS STREET AND CROWN • BRISBANE

**JOHN OLSEN**  
PELLA IN THE SEA 2016  
OIL ON CANVAS 140x150CM

**M**  
METRO GALLERY

ENQUIRES  
+61 3 9500 8511  
ADSP@METROGALLERY.COM.AU  
174 HIGH ST. MORNINGSIDE, VIC 3143  
WWW.METROGALLERY.COM.AU

**Heide Museum of Modern Art**  
Heide

Open 10am–5pm  
Tuesday–Sunday

7 Templesdore Road  
Bulleen VIC 3105  
heide.com.au

**Charles Blackman**  
**Schoolgirls**  
4 March – 18 June 2017

LEAD MEDIA PARTNER: BILLYBLINDET  
HOTEL PARTNER: R.P.A.T.V.C.  
PRINT PARTNER: TALLEY TYPESETTERS  
SUPPORTERS: BILLYBLINDET

**L'enfant terrible at NGV.**

With a history of unconventional creative thinking and cutting edge design, Mercedes-Benz are proud to be the Principal Partner of *The Fashion World of Jean Paul Gaultier: From the Sidewalk to the Catwalk*. 'L'enfant terrible's' unique creative vision has also been realised in the collaboration of a one-off St. Class design, exclusive to this exhibition and now on display on Friday nights at the National Gallery of Victoria.

www.mercedes-benz.com.au/ngv

**Mercedes-Benz**  
The best or nothing.

**Birds**  
*flight paths in Australian art*

2 DEC – 12 FEB

environment • collecting • identity • symbolism

CREATIVITY VICTORIA  
MORNINGTON PENINSULA REGIONAL GALLERY  
MPRG

ARTHUR BOND  
PENNY BYRNE  
PINA HALL  
HANA HELTON  
PETERINA HICKS  
SYDNEY LONG  
SCOTT LYLE  
KATE RONDE  
ROVER THOMAS  
CHRISTINA THOMPSON  
ALBERT TUCKER  
LOUISE WEAVER  
JOHN WOLEBEY  
& OTHERS

www.mprg.morpen.vic.gov.au

# AT A GLANCE



## ADVERTISING RATES

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

## CIRCULATION

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

## LOADINGS

Specified positions – 10%  
 Outside Back Cover – 20%

## DEADLINES

ISSUE	BOOKING DEADLINE	MATERIAL DEADLINE	ON SALE
SEP/OCT 2017	30 June 2017	7 July 2017	1 September 2017
NOV/DEC 2017	25 August 2017	1 September 2017	1 November 2017
JAN/FEB 2018	27 October 2017	3 November 2017	29 December 2017
MAR/APRIL 2018	29 December 2017	5 January 2018	1 March 2018
MAY/JUNE 2018	23 February 2018	2 March 2018	1 May 2018
JUL/AUG 2018	27 April 2018	4 May 2018	2 July 2018
SEP/OCT 2018	29 June 2018	6 July 2018	3 September 2018
NOV/DEC 2018	24 August 2018	31 August 2018	1 November 2018

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

NOTE: No cancellations accepted after booking deadline.

NOTE: 'On sale' means on sale in NGV Design Store and mailed by Australia Post.

## 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

NGV Magazine is published by  
 National Gallery of Victoria

180 St Kilda Road  
 Melbourne VIC 3004  
 ngv.melbourne

# 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](http://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 – [NGVMagazine.Advertising@ngv.vic.gov.au](mailto:NGVMagazine.Advertising@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.

## 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.

## MATERIAL

email: [NGVMagazine.Advertising@ngv.vic.gov.au](mailto:NGVMagazine.Advertising@ngv.vic.gov.au)

## TERMS AND CONDITIONS

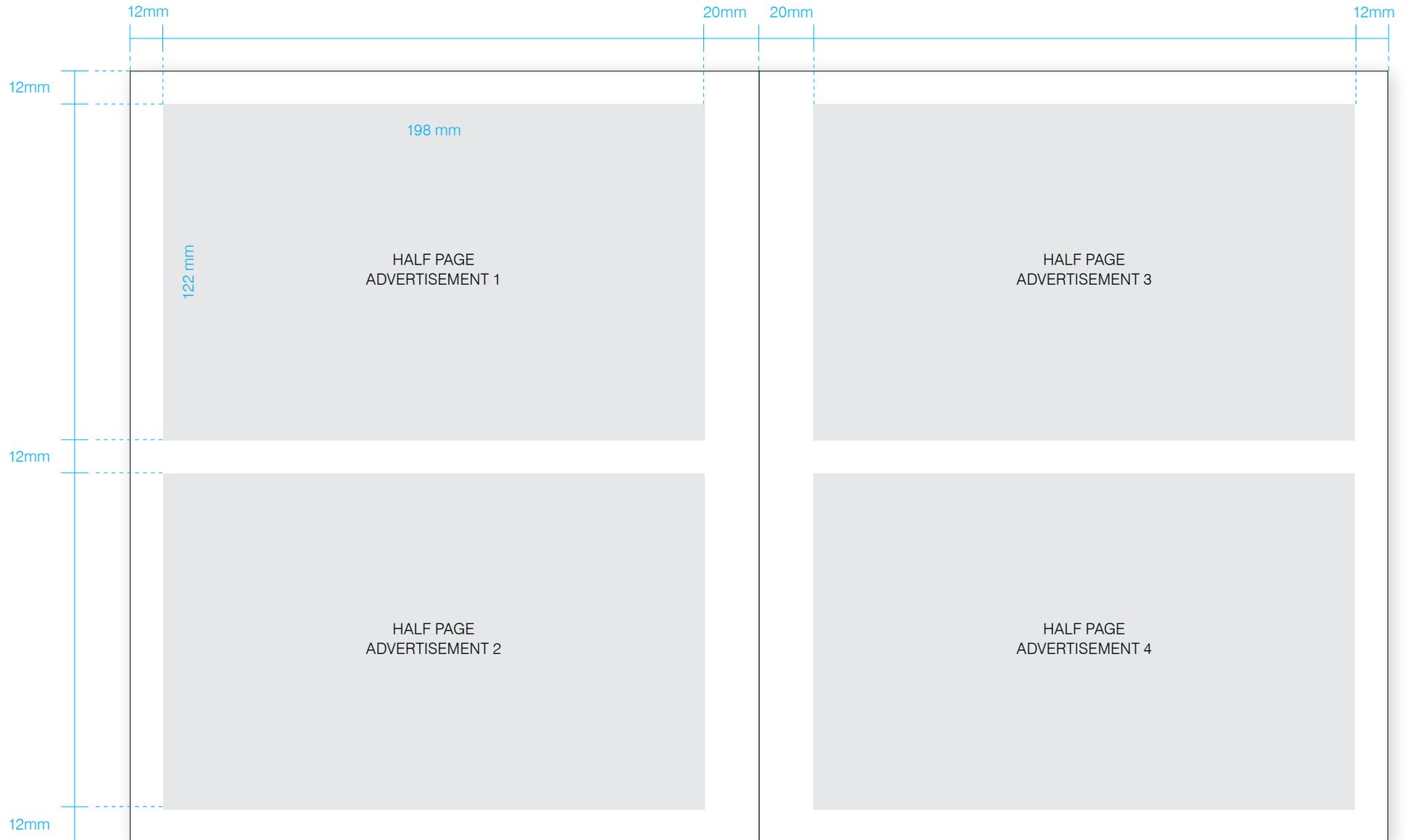
### GENERAL CONDITIONS

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.



## 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.



PRINT AREA



NON-PRINT AREA

## 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).



PRINT AREA



TYPE-SAFE AREA