

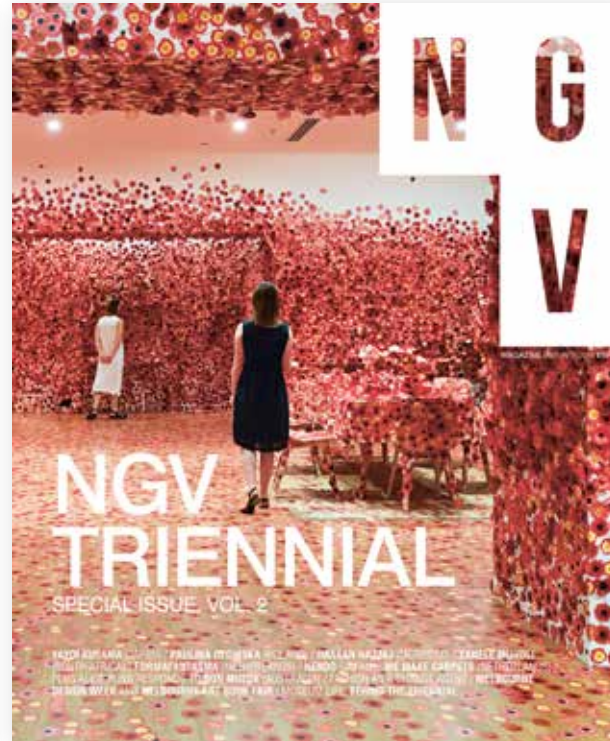
NGV MAGAZINE

MEDIA KIT 2018

N G

V





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.



(cover)
Installation view of *MoMA at NGV: 130 Years of Modern and Contemporary Art* at NGV International
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© Bart van der Leek / Pictoright, Amsterdam. Licensed by Copyright Agency, 2018

NGV Magazine Jan/Feb 2018
NGV Magazine Mar/Apr 2018
NGV Magazine May/June 2018

Zanele Muholi feature in NGV Magazine Jan/Feb 2018
Rirkrit Tiravanija feature in NGV Magazine May/June 2018

AUDIENCE OVERVIEW

OUR AUDIENCE

- Executives, business leaders
- Artists, architects, designers, creatives
- Collectors, patrons, supporters
- Academics, researchers
- Audiences visiting NGV exhibitions or the Collection of art and design

OUR VOICE

- Confident
- Contemporary
- Creative
- Curious
- Exploratory

OVERVIEW

NGV Magazine is published bi-monthly by the National Gallery of Victoria and distributed to a broad readership of around 33,000 readers per issue, including 30,000+* NGV Members, Foundation members, corporate partners, supporters, patrons and visiting audiences shopping at NGV design store.

The magazine believes in intelligent, interesting, insightful writing that is engaging, accessible, tells a good story and is informed by compelling ideas and a distinct voice. NGV Magazine readers are very engaged with the NGV and art/design, and knowledgeable about the arts at varying levels, from practising artists and readers with specialist knowledge to general audiences. *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

Robert Andrew
Yawuru born 1965
Moving out of muteness 2013 (installation view)
Purchased, Victorian Foundation for Living Australian Artists, 2015
© Robert Andrew

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 NGV announcements, events and milestones.

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 (occasional feature): 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



Melbourne Symphony Orchestra



BERNSTEIN CELEBRATION

Unfold the musical legacy of legendary American composer and conductor, Leonard Bernstein.

<p>WEST SIDE STORY PERFORMED LIVE TO FILM</p> <p>27 JULY 7:30pm SOLD OUT 28 JULY 1pm SELLING FAST Arts Centre Melbourne, Hamer Hall Benjamin Northey conductor</p> <p>Experience Bernstein's electrifying score live, while the film is shown in glorious high definition on the big screen.</p>	<p>BERNSTEIN CLASSICS</p> <p>18 AUGUST 7:30pm Arts Centre Melbourne, Hamer Hall Bramwell Tovey conductor</p> <p>Explore Bernstein's musical roots through his mentor Aaron Copland, the music of Gustav Mahler with whom he identified, and the Jewish faith.</p>	<p>BERNSTEIN ON BROADWAY</p> <p>18 AUGUST 7:30pm Arts Centre Melbourne, Hamer Hall Bramwell Tovey conductor</p> <p>Enjoy songs and instrumental excerpts from favourite Bernstein works: <i>Wonderful Town</i>, <i>On the Town</i>, <i>Candide</i>, <i>Fiddler On the Roof</i> and <i>Porgy and Bess</i>.</p>
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Talks, films, concerts and more. All ages.

mso.com.au/bernstein



ROLEX
THE DAY-DATE 40

The international symbol of performance and success, reinterpreted with a modernised design and a new-generation mechanical movement. It doesn't just tell time. It tells history.

WATCHES of SWITZERLAND
28 COLLIER STREET MELBOURNE (03) 9422 2288
MELBOURNE INTERNATIONAL AIRPORT (03) 9228 0882
WATCHPHIL.COM

OYSTER PERPETUAL DAY-DATE 40
IN 18 CT WHITE GOLD



Eugene von Guérard

ARTIST-TRAVELLER

24 March to 27 May 2018 artgalleryofballarat.com.au

An exhibition revealing the artist's work processes, from sketches made in the field to magnificent oil paintings. Curated by Dr Ruth Pullin

Agnes von Guérard
1861-1937
Ballarat
1922

CREATIVE TOTAL
ART GALLERY OF BALLARAT
ART

Our advertisers reflect our readers: they're creative, contemporary and confident. They include an eclectic mix of high-end retail brands, bespoke property companies and a diverse range of galleries both state and country-wide. Our advertisers ensure that the NGV audience's tastes and needs are continually catered for.

BVLGARI
Celebrating 125 years

Melbourne
Symphony
Orchestra

MTC MELBOURNE
THEATRE
COMPANY

**NATIONAL GALLERY
OF AUSTRALIA**
CANBERRA



PENTHOUSE COLLECTION
GEORGE + POWLETT
EAST MELBOURNE

SARAH CASE 0439 431 020
GEORGEANDPOWLETT.COM.AU

THE MASTERPIECE REVEALED

This home of timeless elegance can be yours in April 2019. Designed by distinguished luxury residential architects Powell & Glenn, no detail has been compromised.

The entire Penthouse floor of over 400sqm is elevated with soaring 3m high ceilings, 360 degree views and 6-car spaces. Expansive living and entertaining spaces open out to 234sqm of rooftop deck, spanning out over the clove by Fitzroy & Treasury Gardens, MCG and CBD. The opportunity also exists to customise the floorplan through a private consultation with Powell & Glenn, and make it your own.

PENTHOUSE \$11.2M RESIDENCE 8 \$5.95M

Melbourne | Sotheby's
DEVELOPED BY ICON



Installation view of Alexandra Kehayoglou's
Santa Cruz River 2016-17
 © Alexandra Kehayoglou

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%

DEADLINES

ISSUE	BOOKING DEADLINE	MATERIAL DEADLINE	ON SALE
NOV/DEC 2018	31 August 2018	7 September 2018	23 October 2018
JAN/FEB 2019	26 October 2018	2 November 2018	27 December 2018
MAR/APR 2019	4 January 2019	11 January 2019	19 February 2019
MAY/JUN 2019	1 March 2019	8 March 2019	23 April 2019
JUL/AUG 2019	10 May 2019	17 May 2019	25 June 2019
SEP/OCT 2019	5 July 2019	12 July 2019	27 August 2019
NOV/DEC 2019	6 September 2019	13 September 2019	29 October 2019

NOTE: Advertising deadlines are subject to change.

NOTE: No cancellations accepted after booking deadline.

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

Outside Back Cover – 20%

AGENCY COMMISSION

10% agency commission

INSERTS

Price on application
 (space/weight dependent)

ADVERTISING CONTACTS

BOOKINGS
 Hardie Grant Media

Karyn Kyriacou
 Phone: (03) 8520 6444
 Mobile: 0400 509 153
 Email: karynkyriacou@hardiegrant.com

Henna Arcadi (NSW only)
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 Email: hennaarcadi@hardiegrant.com

NGV Magazine is published by
 National Gallery of Victoria
 180 St Kilda Road Melbourne VIC 3004
 ngv.melbourne

MATERIAL REQUIREMENTS

ARTWORK

PDF files to be created to the ISO 12647-2 standard.

Please use ISOcoated_v2_eci.icc profile for coated stock, and ISUncoated.icc profile for uncoated stock.

A high quality, ISO 12647-2 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 – hannahlouey@hardiegrant.com 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 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: hannahlouey@hardiegrant.com

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.

Julie Dowling

Badimaya born 1969

Federation series: 1901–2001 2001

Melbin 1901–1910

Uncle Sam 1910–1920

Auntie Dot 1920–1930

Ruby 1930–1940

Mollie 1940–1950

George 1950–1960

Nan 1960–1970

Ronnie 1970–1980

Carol 1980–1990

Julie 1990–2001

Purchased through the NGV Foundation with the

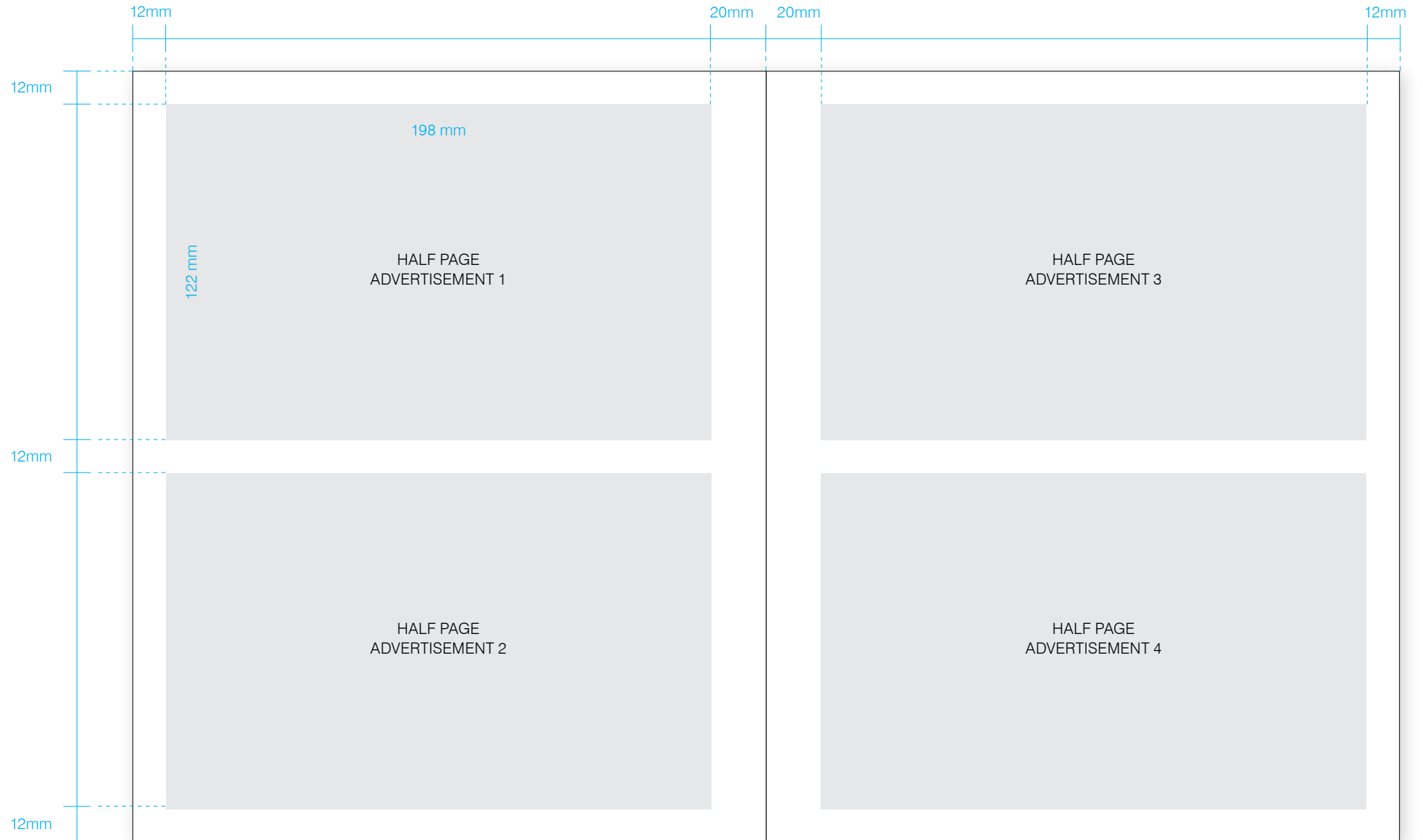
assistance of Rupert Myer, Governor, 2001

© Julie Dowling/Licensed by Copyright Agency, 2018



HALF PAGE ADVERTISEMENT SPECIFICATIONS

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

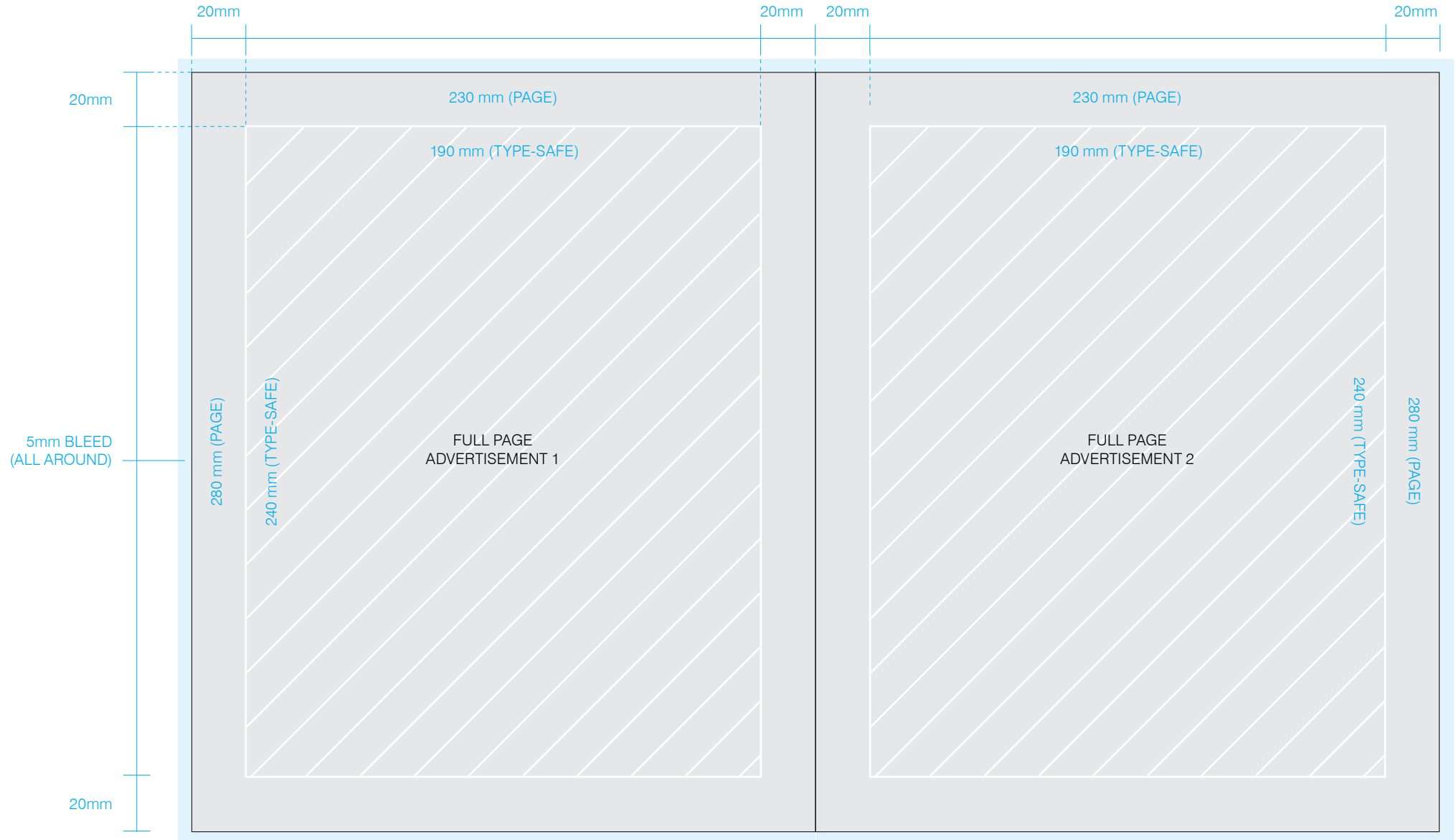


NOTES: Page size (print area) for EACH advertisement is: 198 mm wide x 122 mm high. Your image can run to the edge of the print area, but please DON'T add bleed. No trim marks are needed.



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 outside of the bleed area.

Please supply artwork for both uncoated and coated stock as there is no guarantee on one or the other when placing the ads.