

MEDIA KIT 2020

N G
V

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.



(cover)
Installation view of *A Fairytale in Red Times: Works from the White Rabbit Collection* at NGV International.
Photo: Scott Barbour/Getty Images

NGV Magazine Nov/Dec 2019
NGV Magazine Jan/Feb 2020
NGV Magazine Mar/Apr 2020
NGV Magazine May/June 2020
NGV Magazine Jul/Aug 2020

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 80,000* 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.

* Estimate based on 2.5 readers per copy for a circulation of 32,338
† Figure according to 2017/18 financial year



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

Installation view of *Lucy McRae: Body Architect* at
The Ian Potter Centre: NGV Australia. Photo: Selina Ou

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.

Making With: Demystifying the way artists and designers work with a step-by-step illustrative piece directly from an artist or designer about how they created one particular work.

Newsreel: A critically engaging feature considering historical and contemporary art and design in the context of current issues, concerns and topics of public conversation.

Deep Read: First person narrative non-fiction that takes artwork from the NGV Collection or themes in an NGV exhibition as inspiration to explore bigger ideas, philosophies, experiences or concepts.

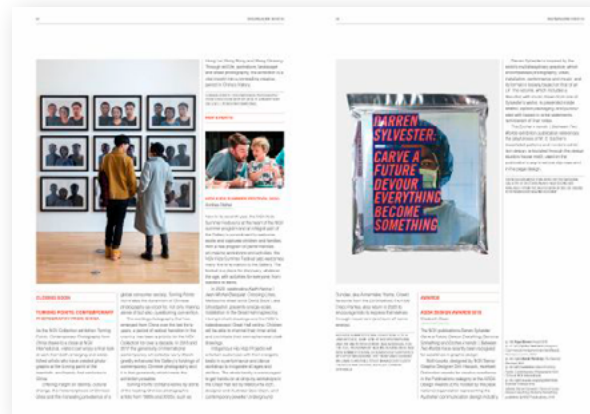
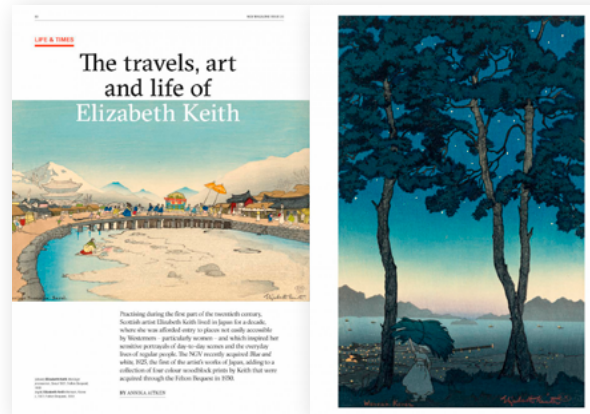
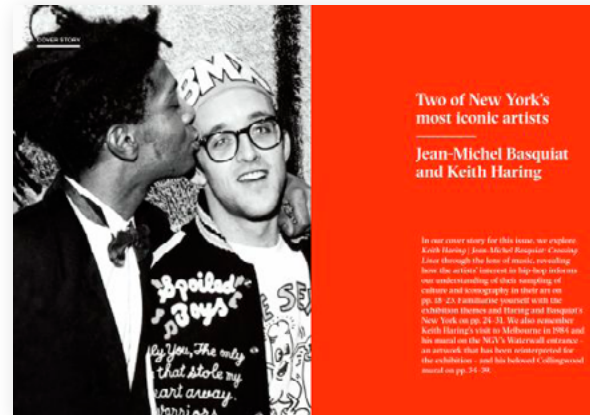
Life and Times: A series on the overlooked or forgotten women in art and design, tracing their biographical and creative journeys, with a dual focus on the socio-cultural environment in which they work.

People: Key moments and people at NGV.

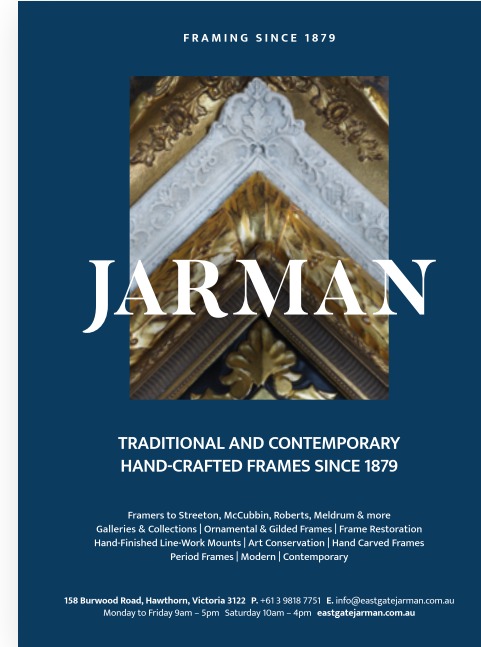
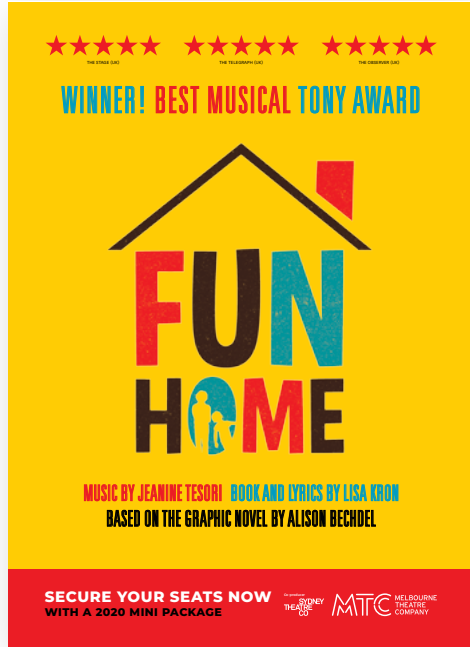
Art in Focus: Analysing and unpacking one particular work of art or design in illustrative, bite-size details.

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

Secret Life of Art: The rarely told stories or recently discovered aspects of a work of art in the Collection, examining the work itself as well as the life and experience of the artist.



OUR ADVERTISERS



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





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

32,338 Publisher's statement
– Circulation Audit Bureau
September 2019
6 issues per year

LOADINGS*

Specified positions
10% loading fee

IFC
10% loading fee

Opposite contents
10% loading fee

Opposite director's letter*
10% loading fee

* approved on a case-by-case basis

DEADLINES

ISSUE	BOOKING DEADLINE	MATERIAL DEADLINE	ON SALE
MAR/APR 2020	10 January 2020	17 January 2020	27 February 2020
MAY/JUN 2020	6 March 2020	13 March 2020	27 April 2020
JUL/AUG 2020	15 May 2020	22 May 2020	29 June 2020
SEP/OCT 2020	10 July 2020	17 July 2020	27 August 2020
NOV/DEC 2020	11 September 2020	18 September 2020	28 October 2020
JAN/FEB 2021	30 October 2020	6 November 2020	4 December 2020
MAR/APR 2021	8 January 2021	15 January 2021	26 February 2021

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.

INSERTS

Price on application
(space/weight dependent)

AGENCY COMMISSION

10% agency commission

ADVERTISING CONTACTS

BOOKINGS
Hardie Grant Media

Karyn Kyriacou
Phone: (03) 8520 6709
Mobile: 0400 509 153
Email: karynkyriacou@hardiegrant.com

Henna Arcadi (NSW only)
Phone: (02) 9857 3707
Mobile: 0415 640 645
Email: hennaarcadi@hardiegrant.com

MATERIAL
Hannah Louey
Phone: (03) 8520 6456
Email: hannahlouey@hardiegrant.com

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180 St Kilda Road Melbourne VIC 3004
ngv.melbourne

MATERIAL REQUIREMENTS

ARTWORK

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 4mm 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 4mm 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 10pt. 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. Recommended minimum line weight is 1pt with a maximum of 2 colours overprinting.

NGV Magazine is printed on 200gsm Lumi Silk (cover) and 90gsm Lumi Forte Satin Matt Art (text). All artwork supplied should carry the colour profile FOGRA39.

MATERIAL

Hannah Louey
Phone: (03) 8520 6456
Email: hannahlouey@hardiegrant.com

TERMS AND CONDITIONS

GENERAL CONDITIONS

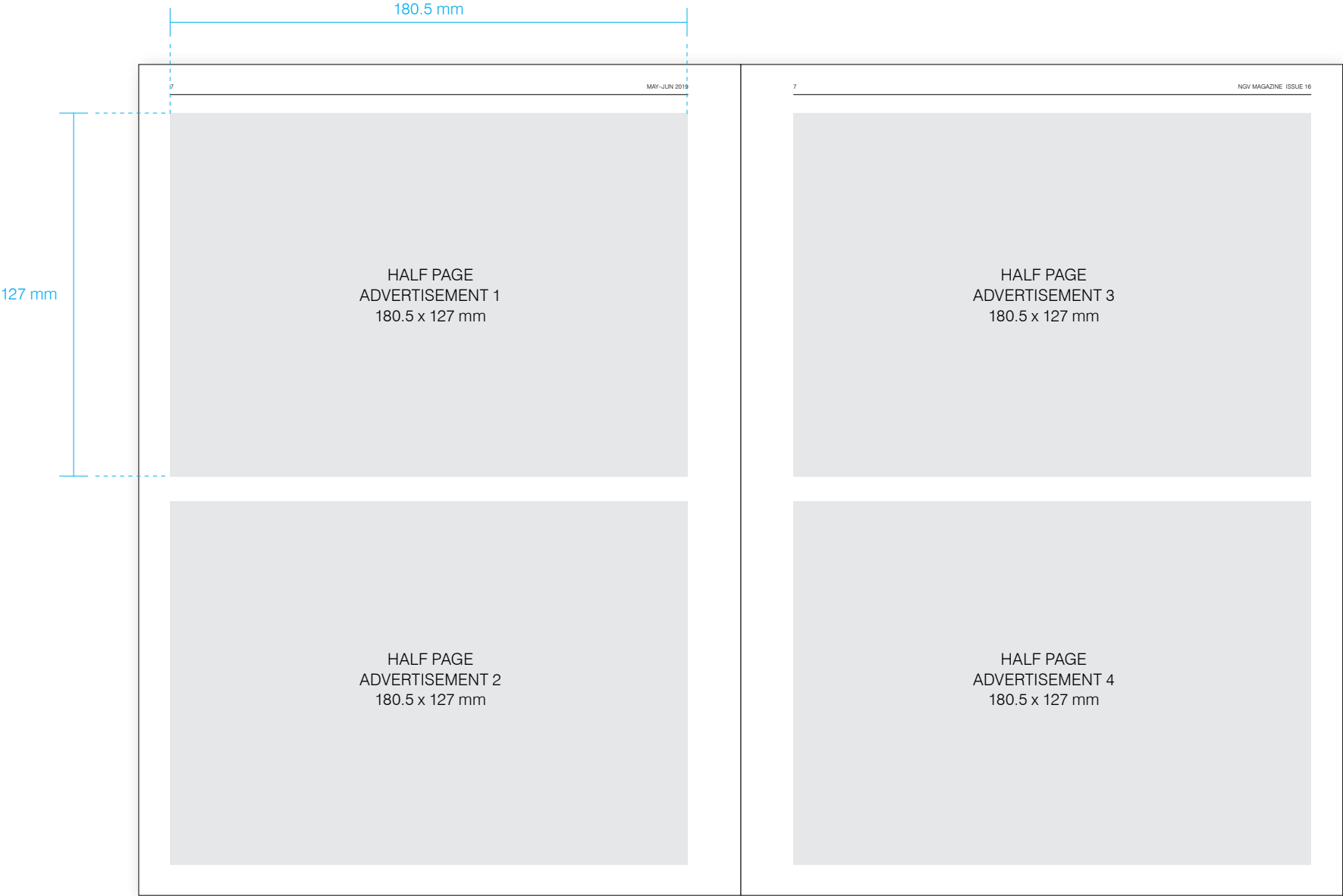
No cancellations of space can be accepted after the published booking deadline. If copy is not received by deadline date, the Publisher reserves the right to insert copy previously published. The positioning or placing of an advertisement is at the Publisher's discretion, except where specifically agreed 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.



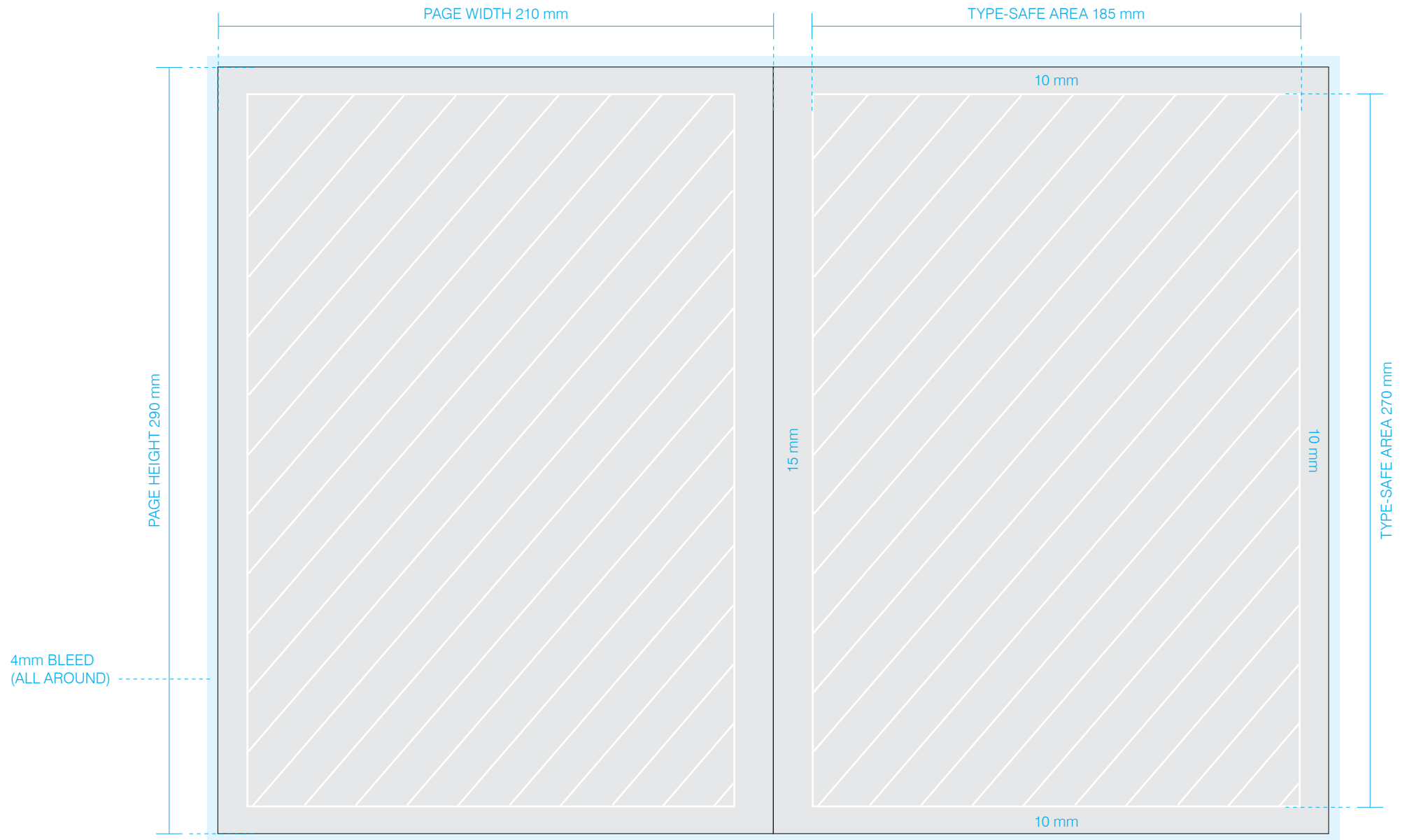
NOTES: Page size (print area) for EACH advertisement is: 180.5 mm wide x 127 mm high.
Your image can run to the edge of the print area, but please DON'T add bleed. No trim marks are needed.

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: Single page – 210 mm wide x 290 mm high. Double page spread – 420 mm wide x 290 mm high. Type-safe area is: 185 mm wide x 270 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 4mm bleed all around and show trim marks outside of the bleed area.



PRINT AREA



TYPE-SAFE AREA