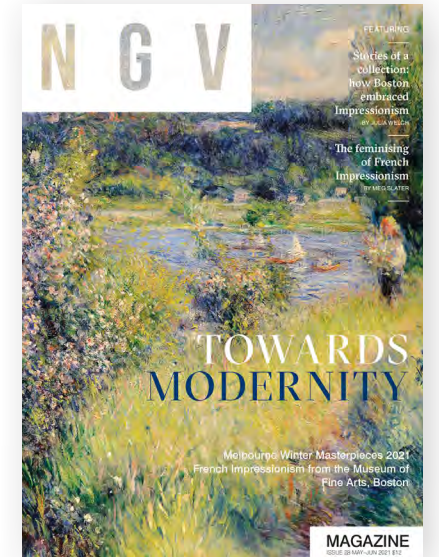
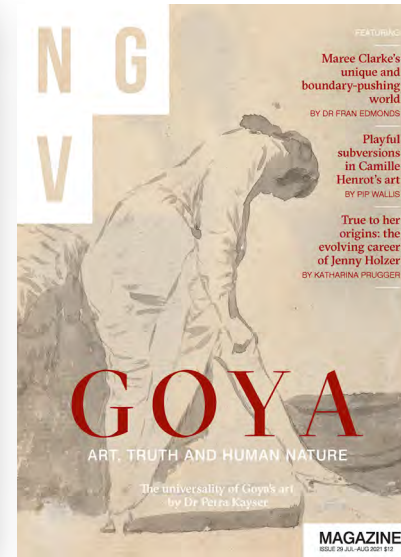
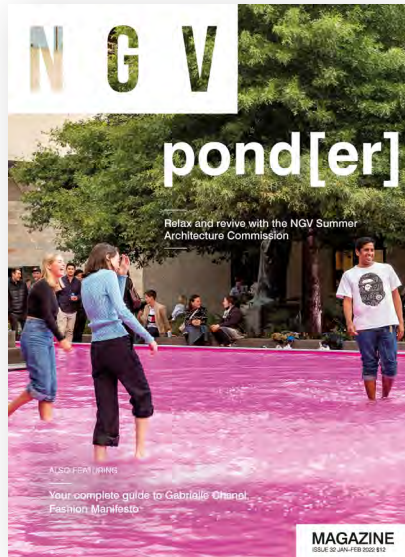


MEDIA KIT 2022

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 in print and online.



(cover)
Installation view of the 2021 NGV Architecture Commission *pond[er]* by Taylor Knights and James Carey at NGV International, Melbourne from 6 December 2021 – 28 August 2022.
Photo: Tom Ross

NGV Magazine Jan–Feb 2022
NGV Magazine Nov–Dec 2021
NGV Magazine Sep–Oct 2021
NGV Magazine Jul–Aug 2021
NGV Magazine May–Jun 2021
NGV Magazine Nov–Dec 2021

AUDIENCE OVERVIEW

OUR AUDIENCE

- NGV Members – NGV's biggest community
- NGV Foundation Members – Individual supporters of the NGV across acquisitions, exhibitions and programs
- Donors, supporters and corporate partners of the NGV
- NGV trustees and emeritus trustees
- Teachers, academics and educators
- Artists, architects and designers

OUR VOICE

We value high-quality critical and creative writing and thoughtful scholarship that is accessible for a wide range of readers.

Our authors include Australian and international essayists, researchers, academics, curators, novelists, artists and designers.

OVERVIEW

NGV Magazine is published in print and online bi-monthly by the National Gallery of Victoria and distributed to a broad readership of around 71,000* readers per issue, including 25,000+† 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.



DEMOGRAPHICS

AGE

20–75

GENDER

46%

Female

24%

Male

30%

unknown

GEOGRAPHY

15%

Regional Victoria and Australia

30%

Outer Melbourne
(more than 8kms)

55%

Inner Melbourne
(within 8kms)

* Estimate based on 2.5 readers per copy for a circulation of 28,225

† Figure according to 2020/21 financial year

Installation view of *Gabrielle Chanel. Fashion Manifesto*
from 4 December 2021 to 25 April 2022 at NGV
International, Melbourne.
Photo: Sean Fennessy

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.

Current Issues: 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.



NGV MAGAZINE ONLINE

NGV Magazine Online publishes each issue of *NGV Magazine* digitally and features online-only audio, video, image galleries and reading to extend the reader experience, as well as back issues made available digitally in an online archive. A bi-monthly *NGV Magazine* eNews offers readers direct access to *NGV Magazine Online*.





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**



BREATHTAKING

The Metropolitan Opera House in New York City, Royal Opera House in London, Palais Garnier and Opéra Bastille in Paris, Teatro alla Scala in Milan... These are, in many respects, breathtaking places. But the domes, the walls, the overall experience, intimidating as they might be, are not enough for holding one's breath. These hallowed walls and gilded ceilings embrace something far greater. A vibration. A humming. The echoes of soaring harmonies, and the anticipation of overwhelming emotions. You can feel them all around, even if the only sound you're heard as far as the timing of the orchestra. Then, as the lights fade, there comes a silence like no other, before the maestro prepares to wave the baton. Now, you can hold your breath.

#Perpetual



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DATEJUST 36

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Installation view of *Bark Ladies: Eleven Artists from Yirrkala* from 17 December 2021 to 25 April 2022 at NGV International, Melbourne.
Photo: Tom Ross

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

28,225 Publisher's statement
– Circulation Audit Bureau
September 2021
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 2022	31 January 2022	4 February 2022	28 February 2022
MAY/JUNE 2022	4 March 2022	11 March 2022	29 April 2022
JUL/AUG 2022	13 May 2022	20 May 2022	30 June 2022
SEP/OCT 2022	8 July 2022	15 July 2022	31 August 2022
NOV/DEC 202	9 September 2022	16 September 2022	28 October 2022

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
Shahirah Hambali
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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

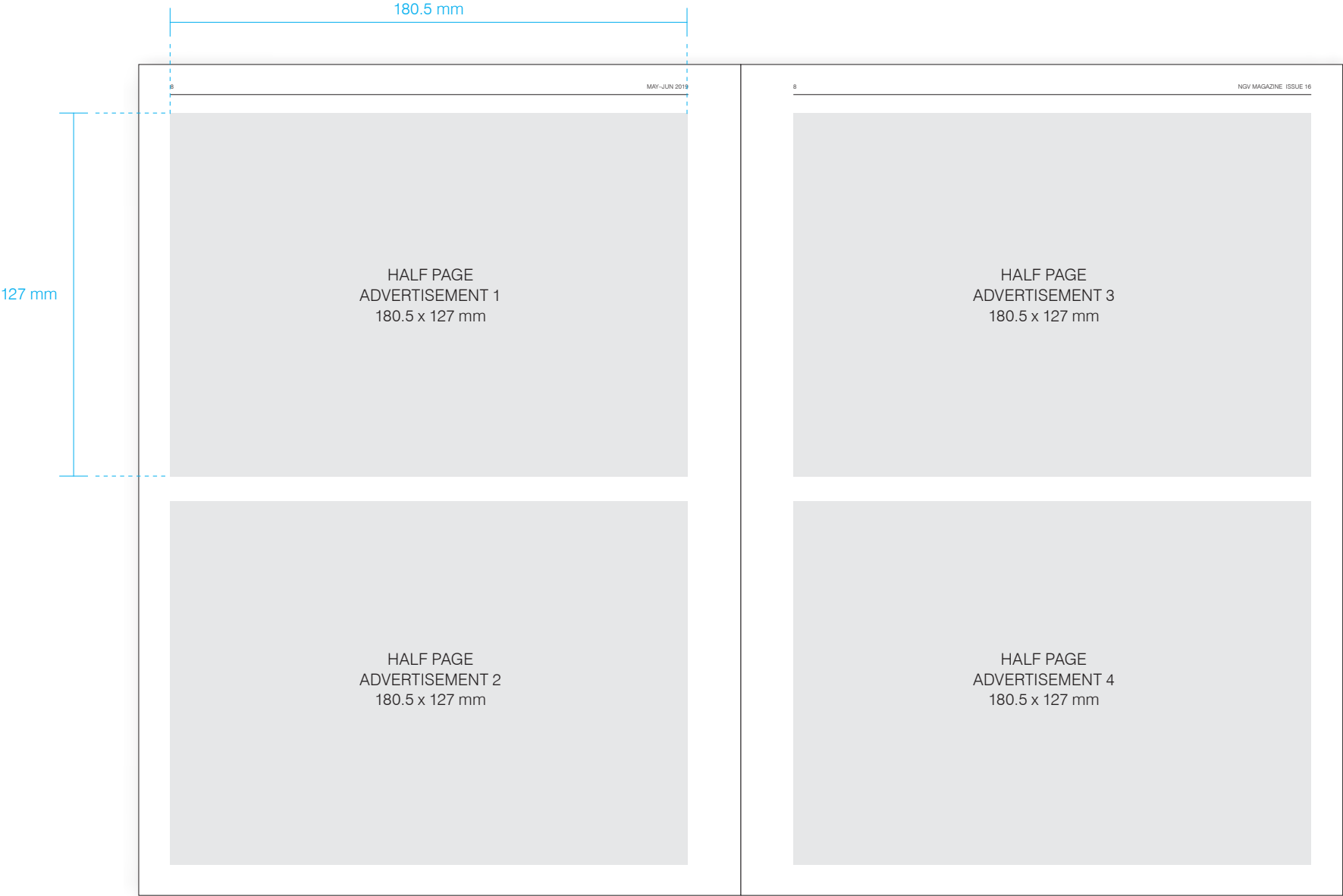
No cancellations of space can be accepted after the published booking deadline. If copy is not received by deadline date, the Publisher reserves the right to insert copy previously published. The positioning or placing of an advertisement is at the Publisher's discretion, except where specifically agreed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



Installation view of *Japanese Modernism* at NGV International, June 2020 © Courtesy the artists. Photo: Eugene Hyland

HALF PAGE ADVERTISEMENT SPECIFICATIONS

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



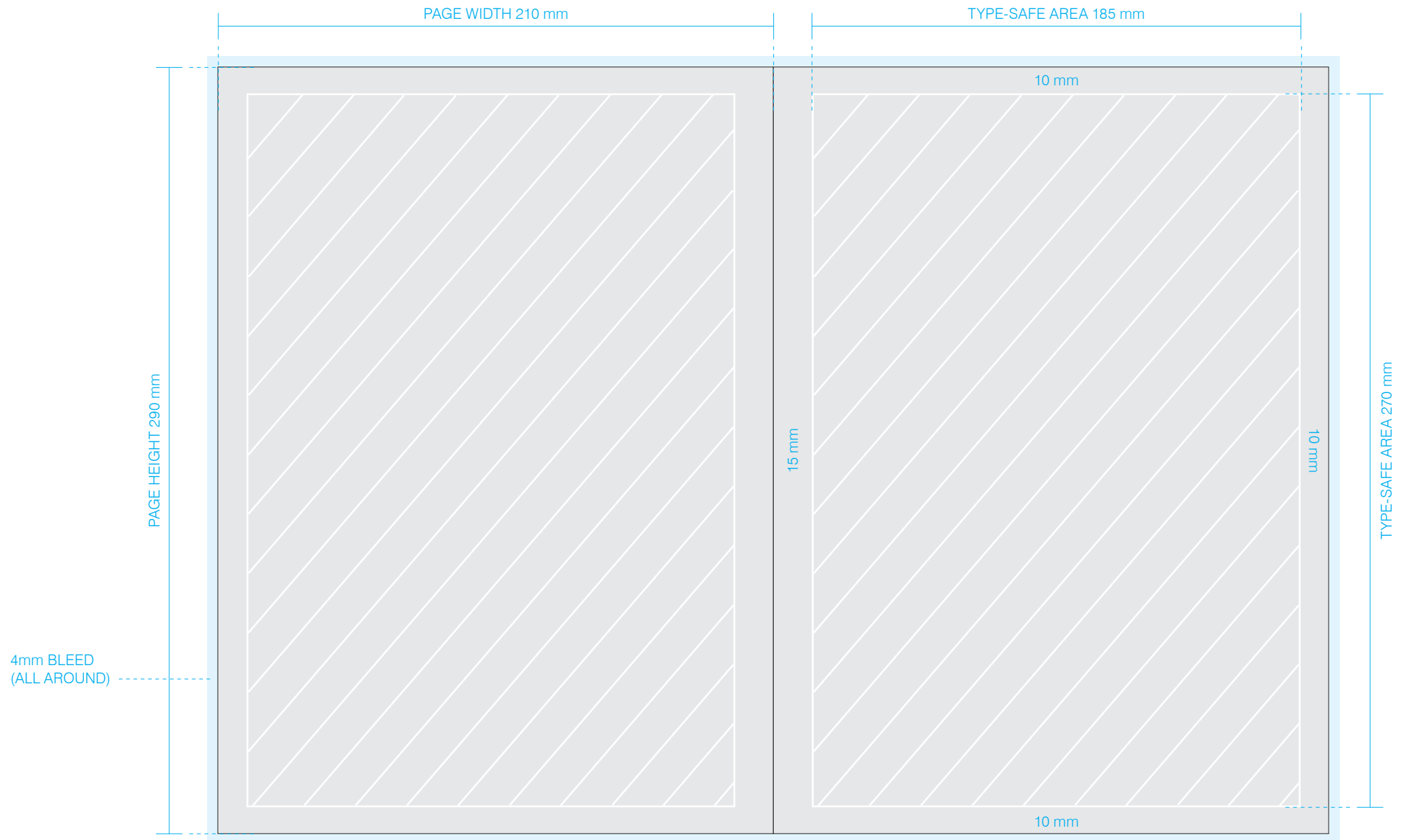
NOTES: Page size (print area) for EACH advertisement is: 180.5 mm wide x 127 mm high.
 Your image can run to the edge of the print area, but please DON'T add bleed. No trim marks are needed.

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