

MEDIA KIT 2023

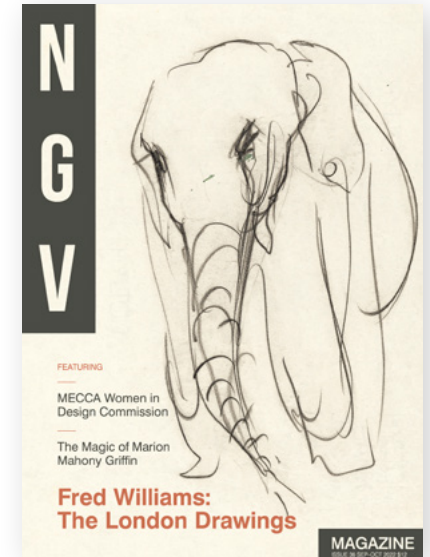
N G

V



MAGAZINE



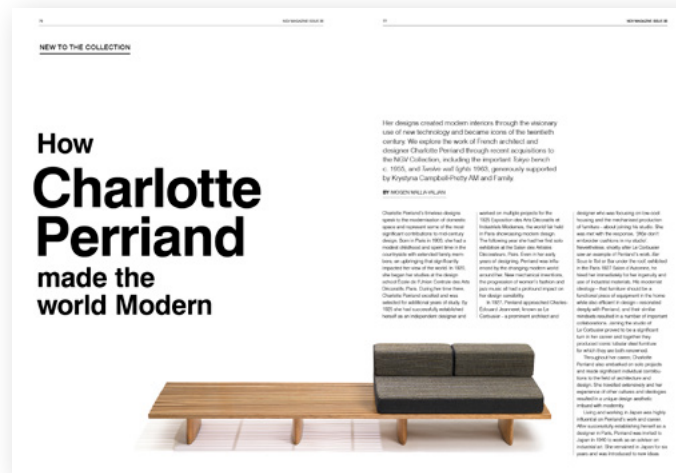


Art. Ideas. Design. Creativity. With new writing, interviews, photography and exclusive features, *NGV Magazine* is about the people and stories behind great art and design.

*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.



# 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.

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

† Figure according to 2020/21 financial year



## DEMOGRAPHICS

### AGE

28%

60+

11%

30–59

2%

Under 20

60% unknown

### GENDER

46%

Female

24%

Male

30%

unknown

### GEOGRAPHY

15%

Regional Victoria and Australia

30%

Outer Melbourne  
(more than 8kms)

55%

Inner Melbourne  
(within 8kms)

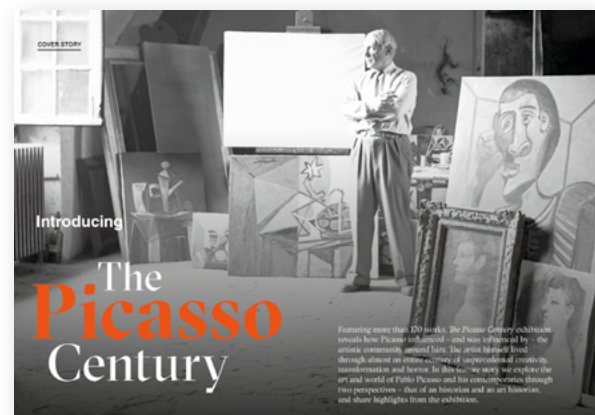
Installation view of *Gabrielle Chanel. Fashion Manifesto* from 4 December 2021 to 25 April 2022 at NGV International, Melbourne.  
Photo: Sean Fennessy



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.

**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.

**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.

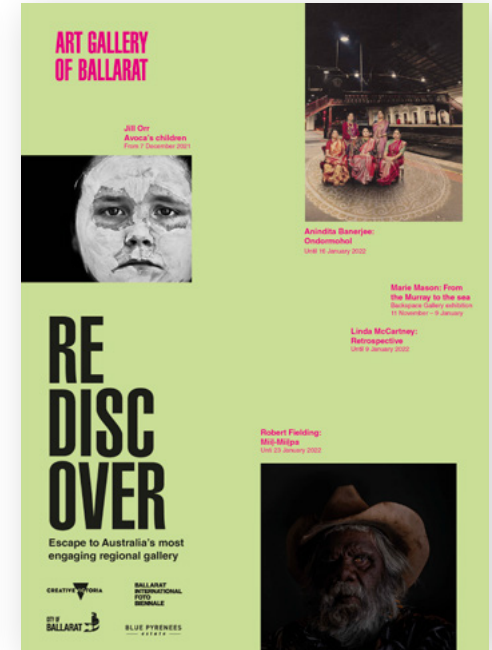




# NGV MAGAZINE ONLINE

*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 decor, the ceiling, the overall atmosphere, including as they might be, are not enough to build one's breath. These beloved voices and glided melodies are reaching the greatest.

A virtuoso. A legend. The culture of world-class musicians, and the anticipation of unforgettable moments. You can feel them all around, even if the only sound you've heard so far is the rustling of the curtains. Then, as the lights fade, there comes a choice like no other, before the maestro prepares to open the doors. These just can't hold your breath.

#Perpetual

ROLEX





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	\$3,319.09
3x	\$3,019.09
6x	\$2,588.18

DOUBLE PAGE SPREAD (EX GST)	
Casual	\$5,328.18
3x	\$4,848.18
6x	\$4,157.27

HALF PAGE (EX GST)	
Casual	\$1,881.82
3x	\$1,467.27
6x	\$1,467.27

## 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
JAN/FEB 2023	17 November 2022	24 November 2022	1 January 2023
MAR/APR 2023	31 January 2023	3 February 2023	1 March 2023
MAY/JUNE 2023	3 March 2023	10 March 2023	1 May 2023
JUL/AUG 2023	12 May 2023	19 May 2023	1 July 2023
SEP/OCT 2023	7 July 2023	14 July 2023	1 September 2023
NOV/DEC 2023	8 September 2023	15 September 2023	1 November 2023

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  
Mobile: 0425 803 052  
ShahirahHambali@hardiegrant.com

NGV Magazine is published by  
National Gallery of Victoria  
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.)

Ads can be submitted as press ready PDF files emailed to – shahirahhambali@hardiegrant.com or sent on a disk. If sending material by disk, the disk must be accompanied by a colour printed proof.

Please ensure that advertising material is supplied at the correct publication page size. For full page and double page spreads bleed should include trim marks and include 4mm bleed all round. Note that trim marks must be offset 4mm outside the trim and not appear in the bleed area. Please take care to set this in the 'Marks and Bleed' area of your software program

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 featured artwork and/or images in supplied material are properly attributed to the artist with a clear copyright line – including the Name of artist, Name of artwork, Year of production and image credit of the artwork.

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 Alpine Satin (cover) and 90gsm Alpine Satin (text). All artwork supplied should carry the colour profile FOGRA39.

## MATERIAL

Shahirah Hambali  
Phone: 0425 803 052  
Email: shahirahhambali@hardiegrant.com

## TERMS AND CONDITIONS

### GENERAL CONDITIONS

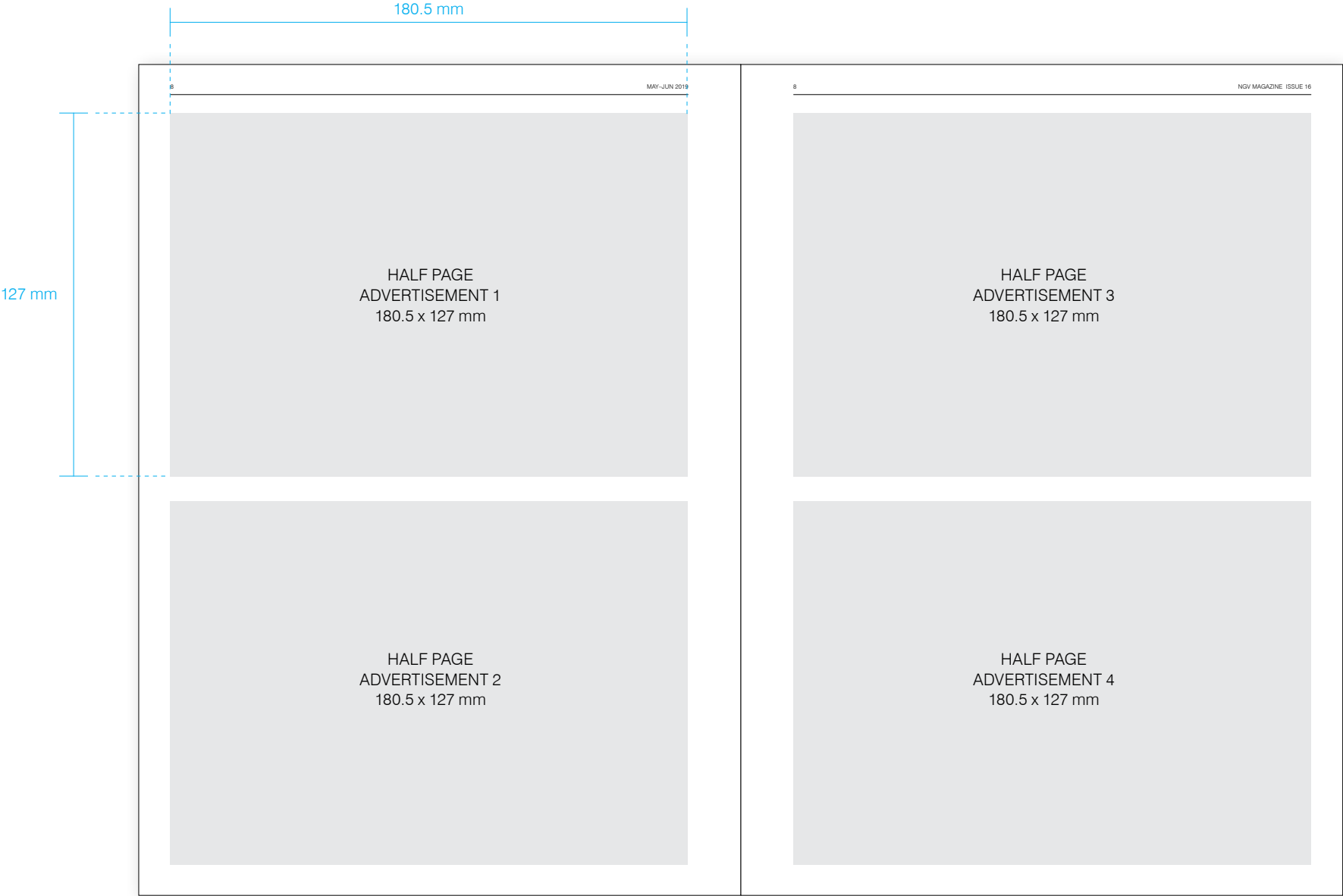
No cancellations of space can be accepted after the published booking deadline. If copy is not received by deadline date, the Publisher reserves the right to insert copy previously published. The positioning or placing of an advertisement is at the Publisher's discretion, except where specifically agreed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





HALF PAGE ADVERTISEMENT SPECIFICATIONS

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



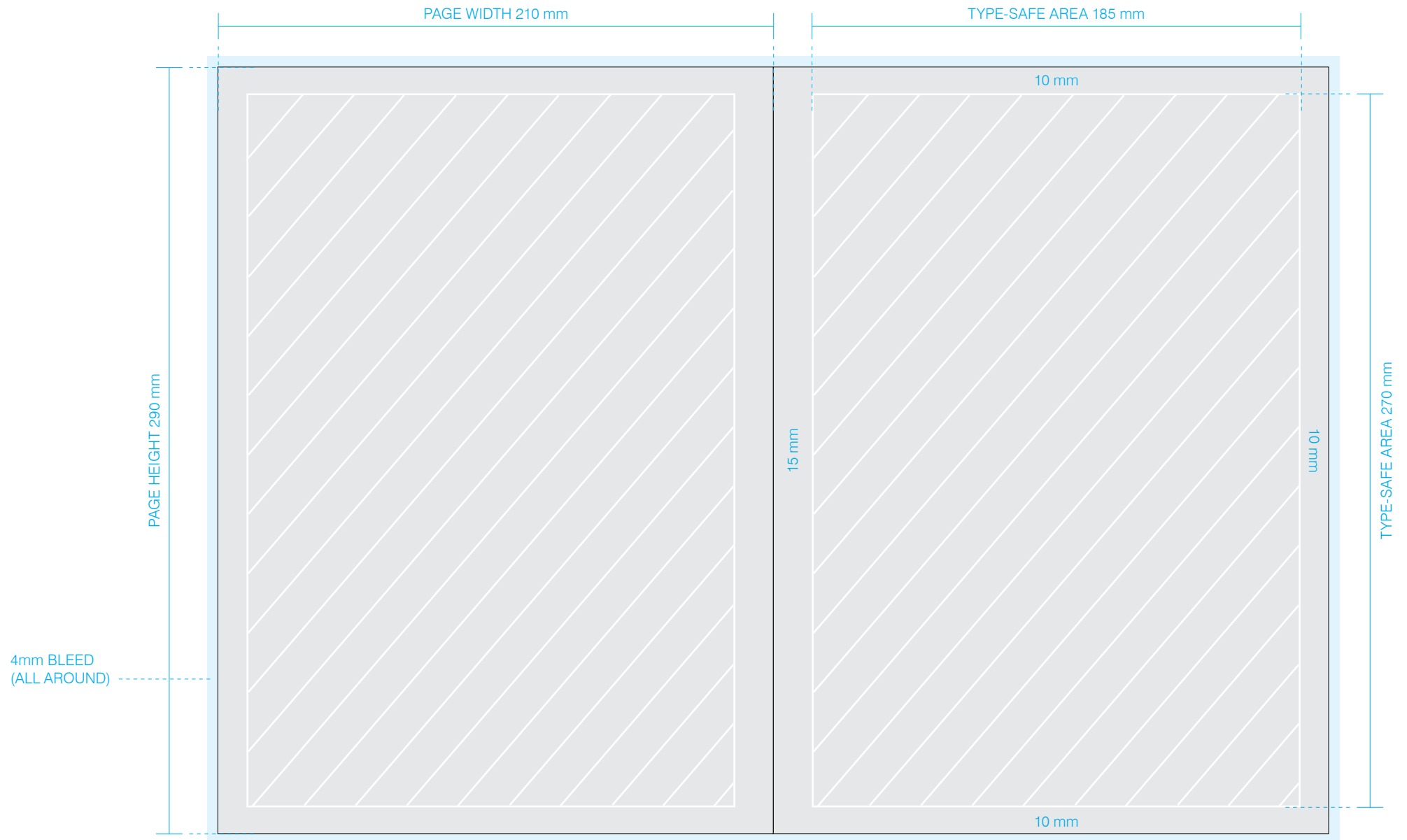
NOTES: Page size (print area) for EACH advertisement is: 180.5 mm wide x 127 mm high.  
Your image can run to the edge of the print area, but please DON'T add bleed. No trim marks are needed.

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