

NGV MAGAZINE

MEDIA KIT 2024



ART. IDEAS. DESIGN. CREATIVITY.

The National Gallery of Victoria is the oldest and most visited gallery in Australia, welcoming almost 3 million visitors annually from around the country and overseas. Situated over two magnificent buildings – NGV International and The Ian Potter Centre: NGV Australia – the Gallery is ranked among the top 50 museums in the world and hosts a wide range of international and local artists, exhibitions, programs and events; from contemporary art to major international historic exhibitions, fashion and design, architecture, sound and dance.

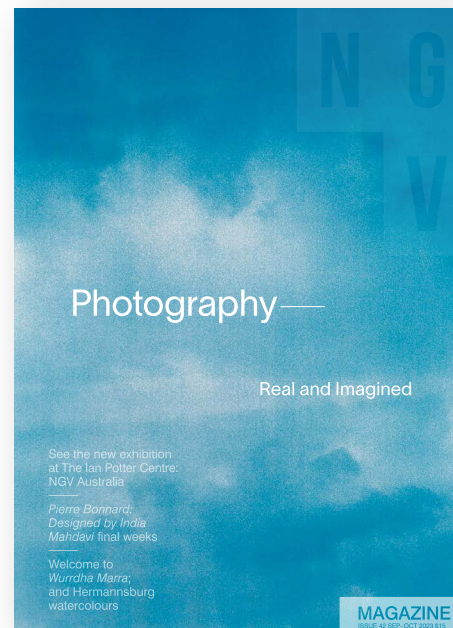
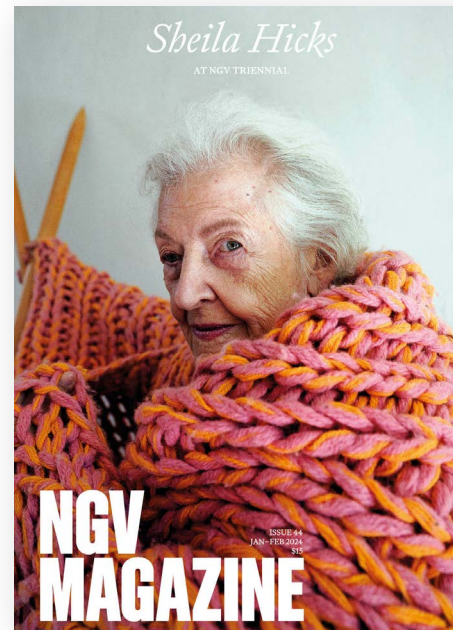
Connecting with these audiences and the dynamic NGV program of international art and design, *NGV Magazine* shares the stories behind these great works of art and design with essays, profiles, exclusive interviews and exhibition previews by world leading writers, artists and curators. Across our print and digital platforms, *NGV Magazine* speaks fluently to a community of Australian and international readers passionate about art, design and contemporary culture.

READERSHIP PER ISSUE

63,272 (Circulation Audit Bureau September 2023)
6 issues per year

* Estimate based on 2.5 readers per copy for a circulation of 25,309

NGV Magazine Jan–Feb 2024
NGV Magazine Nov–Dec 2023
NGV Magazine Sep–Oct 2023
NGV Magazine Jul–Aug 2023



ADVERTISING RATES

ISSUE	CASUAL	X3	X6
DOUBLE PAGE SPREAD	\$5,330	\$4,850	\$4,160
FULL PAGE	\$3,320	\$3,020	\$2,590
HALF PAGE	\$1,885	\$1,600	\$1,470

PREFERRED POSITION LOADINGS

- Outside back cover +25%
- Inside front cover +15%
- Inside back cover +15%
- Specified pages +10%
- Opposite contents +10%
- Opposite director’s letter +10%

NOTE: All preferred positions are subject to availability and NGV approval.

DEADLINES

ISSUE	BOOKING DEADLINE	MATERIAL DEADLINE	ON SALE
JAN/FEB 2024	17 November 2023	23 November 2023	1 January 2024
MAR/APR 2024	30 January 2024	2 February 2024	1 March 2024
MAY/JUNE 2024	1 March 2024	8 March 2024	1 May 2024
JUL/AUG 2024	10 May 2024	17 May 2024	1 July 2024
SEP/OCT 2024	5 July 2024	12 July 2024	1 September 2024
NOV/DEC 2024	6 September 2024	13 September 2024	1 November 2024

PLEASE NOTE:

- Advertising deadlines are subject to change.
- Cancellation deadline is two weeks prior to booking deadline. No cancellations accepted after booking deadline.
- All pricing excludes GST.
- Advertising rates are subject to revision at any time without notice. Prices should be confirmed at the time of booking.
- Any changes to tax or other regulatory requirements may lead to price changes and/or additional charges.
- All advertising is subject to NGV approval.
- Complete advertising material must be supplied according to our Material Requirements.
- ‘On sale’ means on sale in NGV Design Store and mailed by Australia Post.



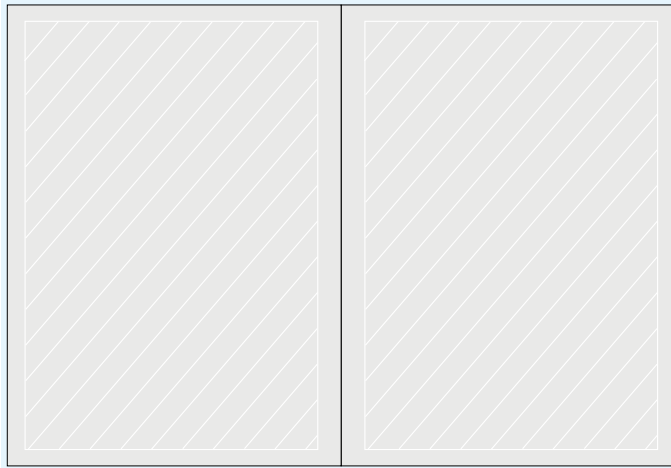
ADVERTISING CONTACTS

BOOKINGS
Hardie Grant Media
Kerri Spillane
Mobile: 0419 897 490
kerrispillane@hardiegrant.com

MATERIAL
Shahirah Hambali
Mobile: 0425 803 052
shahirahhambali@hardiegrant.com

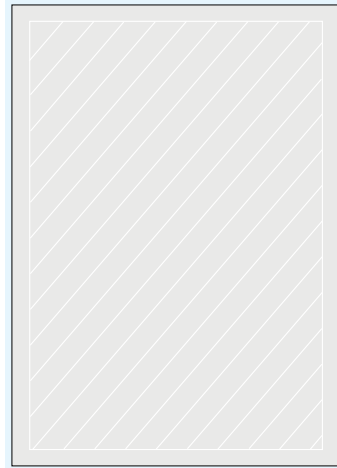
NGV Magazine is published by
National Gallery of Victoria
180 St Kilda Road
Melbourne VIC 3004
ngv.melbourne

ADVERTISING SPECIFICATIONS



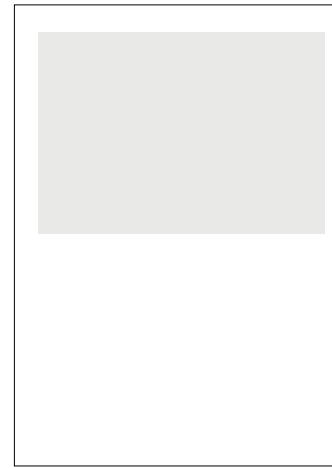
Double page spread*

Type: 370(w) x 270(h) mm
Trim: 420(w) x 290(h) mm
With bleed: 428(w) x 298(h) mm



Full page*

Type: 185(w) x 270(h) mm
Trim: 210(w) x 290(h) mm
With bleed: 218(w) x 298(h) mm



Half page

Trim: 180.5(w) x 127(h) mm

**DPS and FP artwork must include 4mm bleed all around and show trim marks outside of the bleed area. Please also note type safe areas for bleed artwork – this is to ensure that your content reproduces clear of margins and the binding area of the magazine.*



PRINT AREA

TYPE-SAFE AREA

ARTWORK

- National Gallery of Victoria only accepts digital material. PDFs preferred.
- Ads can be submitted as press ready PDF files emailed to shahirahhambali@hardiegrant.com
- 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.

MATERIAL

Shahirah Hambali
Mobile: 0425 803 052
shahirahhambali@hardiegrant.com

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.