



MEDIA KIT 2025-26

# NGV MAGAZINE

# WELCOME TO THE NGV COMMUNITY

The National Gallery of Victoria is Australia's highest attended public art museum, welcoming millions of Australian and international visitors annually. Across two iconic venues – NGV International and The Ian Potter Centre: NGV Australia – and with The Fox: NGV Contemporary opening in a few years, the NGV is a world-leading art museum with strong audience, community and creative industry reach.

## NGV MAGAZINE

With an annual distribution of 130,035+ and estimated 195,050+ readership, *NGV Magazine* offers advertisers and readers a direct link to the NGV brand, audience and dynamic program of international art, design and ideas. Through engaging, high-quality editorial and sophisticated contemporary design across print and digital platforms, *NGV Magazine* connects with a community of readers who are passionate about art, design and contemporary culture.

## PUBLICATION SPECIFICATIONS

- 6 print and digital issues per year
- 112 pages full colour
- 21,670+ distribution per issue | 130,035 per year
- 32,500+ estimated readership per issue | 195,050+ per year

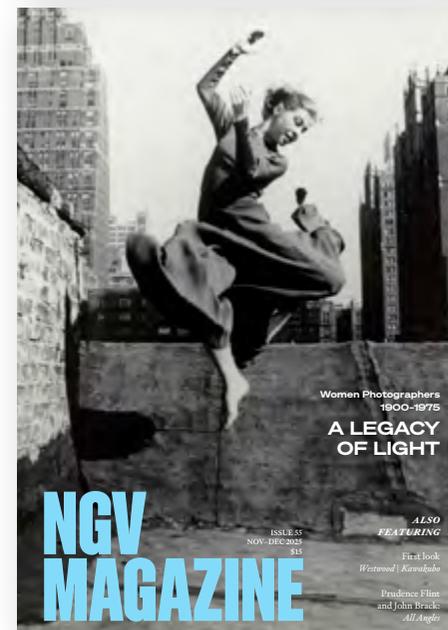
NGV Magazine Jul–Aug 2025  
 NGV Magazine Sep–Oct 2025  
 NGV Magazine Nov–Dec 2025  
 NGV Magazine Jan–Feb 2026

## INTERNATIONALLY RESPECTED

The NGV is ranked in the top 25 most visited museums in the world and holds an internationally significant collection of more than 75,000 works of art and design, covering antiquities through to important contemporary works.

## MAJOR ARTISTS, DESIGNERS AND VOICES

The NGV develops and co-presents world-leading exhibitions that are exclusive to Australia, including iconic exhibitions Van Gogh and the Seasons, *Andy Warhol* | *Ai Weiwei*, *NGV Triennial*, *Alexander McQueen*, *Chanel*, *House of Dior*, and *KAWS*. This is alongside major cultural events including Melbourne Design Week, Triennial EXTRA, and international guest speakers including Tracey Emin CBE RA, Jean Paul Gaultier, Katy Hessel, India Mahdavi, David Shrigley OBE and Ai Weiwei.



## ADVERTISING RATES

ISSUE	CASUAL	X3	X6
DOUBLE PAGE SPREAD	\$6,496	\$5,916	\$5,079
FULL PAGE	\$4,065	\$3,703	\$3,182
HALF PAGE	\$2,326	\$1,984	\$1,825
EXHIBITION DIRECTORY LISTING	\$600		

## PREFERRED POSITION LOADINGS

- Outside back cover +25%
- Inside front cover +15%
- Inside back cover +15%
- Specified pages +10%
- First RHP +10%

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

## DEADLINES

ISSUE	BOOKING DEADLINE	MATERIAL DEADLINE	ON SALE
MAY/JUN 2026	9 March 2026	23 March 2026	1 May 2026
JUL/AUG 2026	15 May 2026	29 May 2026	1 July 2026
SEP/OCT 2026	3 July 2026	10 July 2026	1 September 2026
NOV/DEC 2026	4 September 2026	16 September 2026	1 November 2026
JAN/FEB 2027	6 November 2026	27 November 2026	4 January 2027
MAR/APR 2027	29 January 2027	5 February 2027	1 March 2027

## 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 CONTACT

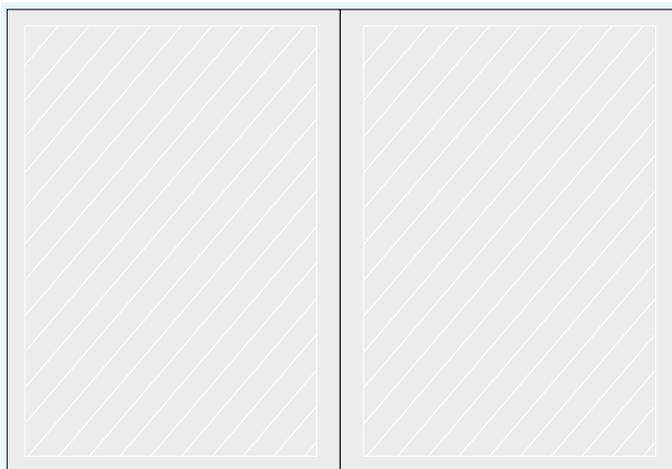
### BOOKINGS

Alexandra Hill  
 NGV Magazine Editorial and Production Coordinator  
 Phone number: 8620 2206  
[ngvmagazine.editor@ngv.vic.gov.au](mailto:ngvmagazine.editor@ngv.vic.gov.au)

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 National Gallery of Victoria  
 180 St Kilda Road  
 Melbourne VIC 3004  
[ngv.melbourne](http://ngv.melbourne)

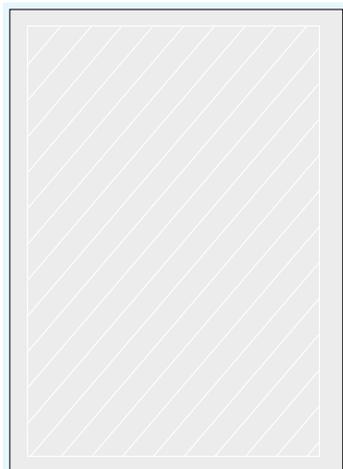
# MATERIAL REQUIREMENTS

## ADVERTISING SPECIFICATIONS



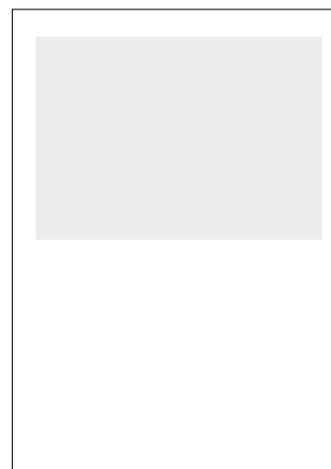
### Double page spread\*

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.*



## ARTWORK

- National Gallery of Victoria only accepts digital material. PDFs preferred.
- Ads can be submitted as press ready PDF files emailed to [ngvmagazine.editor@ngv.vic.gov.au](mailto:ngvmagazine.editor@ngv.vic.gov.au)
- 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

Alexandra Hill  
NGV Magazine Editorial and Production Coordinator  
Phone number: 8620 2206  
[ngvmagazine.editor@ngv.vic.gov.au](mailto:ngvmagazine.editor@ngv.vic.gov.au)

## 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.

