MEDIA KIT 2026–27

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.

A GLOBAL LEADER

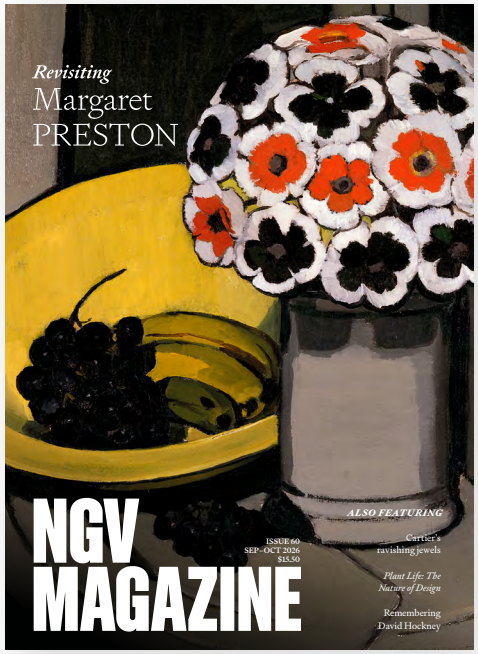
The NGV is ranked among the most visited museums in the world and holds an internationally significant collection of more than 75,000 works of art and design, covering antiquities through to important contemporary works.

MAJOR ARTISTS, DESIGNERS AND VOICES

The NGV develops and co-presents world-leading exhibitions that are exclusive to Australia, including iconic exhibitions *Yayoi Kusama*, *NGV Triennial*, *Westwood | Kawakubo*, Melbourne Winter Masterpieces® exhibitions including *CARTIER* and *French Impressionism from the Museum of Fine Arts, Boston.* This is alongside major cultural events including Melbourne Design Week, Melbourne Art Book Fair, and major international speaker programs including Tracey Emin CBE RA, Jean Paul Gaultier, Stephen Jones OBE, Katy Hessell, India Mahdavi, David Shrigley OBE and Ai Weiwei.

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.





NGV Magazine Sep–Oct 2026
NGV Magazine Nov–Dec 2026

AT A GLANCE

ADVERTISING RATES

ISSUE	CASUAL	X3	X6
DOUBLE PAGE SPREAD	$6,691	$6,093	$5,231
FULL PAGE	$4,187	$3,814	$3,277
HALF PAGE	$2,396	$2,044	$1,879
EXHIBITION DIRECTORY LISTING	$618	$587	$556

PREFERRED POSITION LOADINGS

- Outside back cover +25%
- Inside front cover +15%
- Inside back cover +15%
- Specified pages +10%
- page 1 +15%

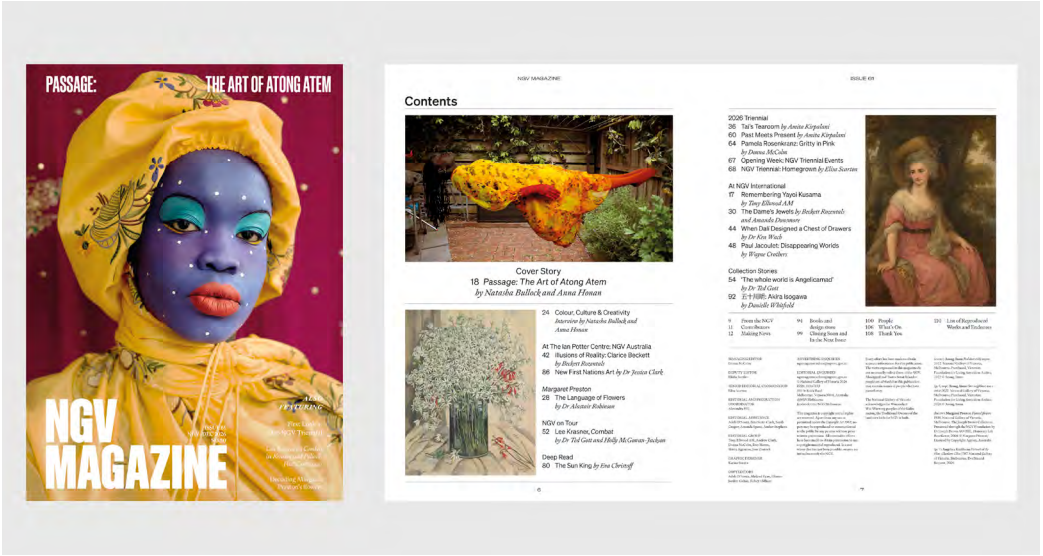
NOTE: All preferred positions are subject to availability and NGV approval.

DEADLINES

ISSUE	BOOKING DEADLINE	MATERIAL DEADLINE	ON SALE
JAN/FEB 2027	6 November 2026	27 November 2026	4 January 2027
MAR/APR 2027	29 January 2027	5 February 2027	1 March 2027
MAY/JUN 2027	8 March 2027	22 March 2027	1 May 2027
JUL/AUG 2027	14 May 2027	28 May 2027	1 July 2027
SEP/OCT 2027	2 July 2027	9 July 2027	1 September 2027
NOV/DEC 2027	3 September 2027	15 September 2027	1 November 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.



PUBLICATION SPECIFICATIONS

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

ADVERTISING CONTACT

BOOKINGS
Alexandra Hill
NGV Magazine Editorial and Production Coordinator
Phone number: 8620 2206
ngvmagazine.editor@ngv.vic.gov.au

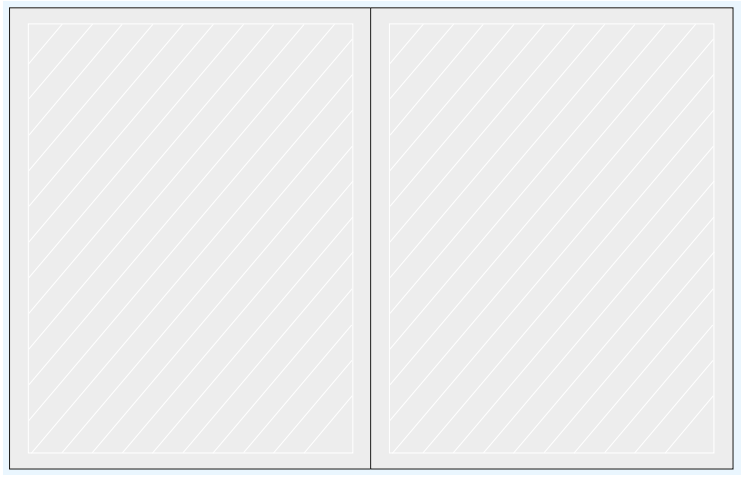
NGV Magazine is published by
National Gallery of Victoria
180 St Kilda Road
Melbourne VIC 3004
ngv.melbourne

NGV MAGAZINE TERMS AND CONDITIONS

ngv.melbourne/NGV-Magazine-terms-and-conditions

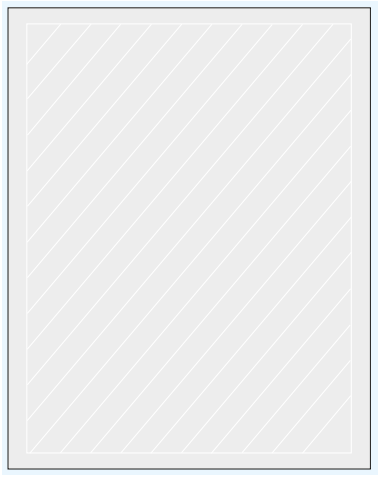
MATERIAL REQUIREMENTS

ADVERTISING SPECIFICATIONS



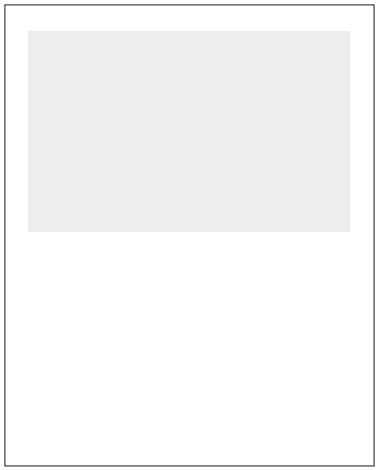
Double page spread*

Type: 408(w) x 266(h) mm
Trim: 458(w) x 286(h) mm
With bleed: 466(w) x 294(h) mm



Full page*

Type: 204(w) x 266(h) mm
Trim: 229(w) x 286(h) mm
With bleed: 237(w) x 294(h) mm



Half page

Trim: 199(w) x 125(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 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

WE ASK THAT:

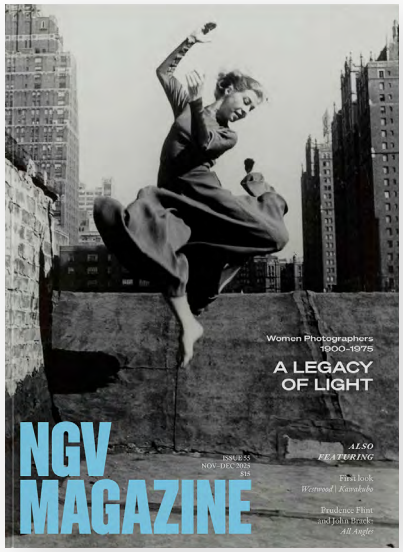
- All featured artwork and/or images in supplied material are properly attributed to the artist with a clear copyright line – including the Name of artist, Name of artwork, Year of production and image credit of the artwork.
- All font information embedded. True Type fonts are not to be used. All scans 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.

RECENT NGV MAGAZINE COVERS





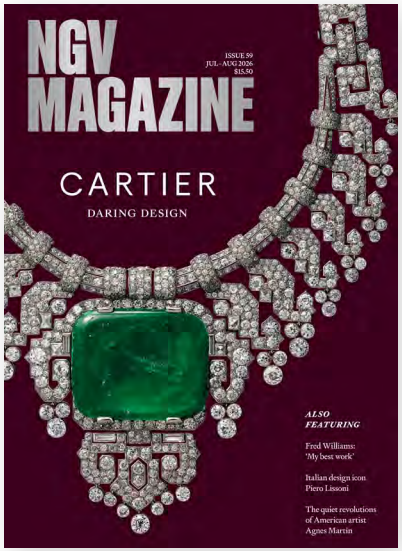
















ADVERTISER STYLE GUIDELINES

INTRODUCTION

As the official magazine of Australia's oldest and most-visited public art museum, *NGV Magazine* offers a dynamic space to explore and celebrate the big creative ideas, moments and stories in history and today, through art, design and culture.

We hand-select and work closely with advertisers for *NGV Magazine* to ensure your business or project is represented at its best, in order to connect you directly and seamlessly with our community of discerning readers and NGV audiences – from NGV Members and supporters to creative leaders and global partners and patrons. We invite our advertisers to design print assets with the same poetic restraint and visual clarity that define our editorial and curatorial principles.

By prioritising sweeping hero imagery, intentional typographical alignment, and breathing space, your layout should seamlessly frame its message alongside beautifully designed graphics and we recommend you consider the following design principles when producing your material for *NGV Magazine*:



AESTHETIC PHILOSOPHY AND VISUAL STYLE

The 3-Element Rule: Restrict the layout to three core items: a dominant visual, a sharp headline and a clear call-to-action (CTA).

Hero Visual: Prioritise a single high-quality, professional photography or fine art image over multiple heavy graphics, digital illustrations or clip art.

Embrace Minimalism: Avoid crowding the page. Negative space is luxury; let your artwork or product breathe.

Restrained Typography: Limit your ad to a maximum of two font families. Use elegant, clean serifs or minimalist sans-serifs that match the NGV aesthetic.

No Artificial Borders: Do not frame your advertisement with artificial borders or coloured outlines; let the content flow naturally into the magazine margins.

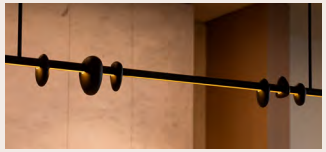


THE ARTISTRY *OF* COLLECTIVE VISION

NICOLE LAWRENCE, A FINALIST IN NGV'S 2025 RIGG DESIGN PRIZE, THE GALLERY'S HIGHEST HONOUR FOR CONTEMPORARY AUSTRALIAN DESIGN.

AT CAMBERWELL HOUSE, HER WORK HANGS IN EVERY HOME.

In collaboration with Cera Stribley and GOLDEN, Nicole Lawrence has created a suite of feature lighting for Camberwell House: a beaded pendant above the kitchen island, a sculptural pendant over the dining table, hand-blown wall sconces set through the home. Worked by hand in glass and metal, each piece carries the impressions left in the making, so no two are ever quite alike.



Photography by Emily Bartlett Photography



Photography by Phillip Huynh

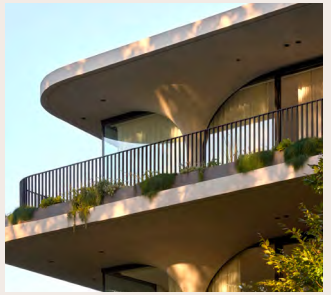
"Every space tells a story. We work closely with clients and collaborators to create environments as unique as those who inhabit them."
AJ BATRA, FOUNDER AND MANAGING DIRECTOR

THE TEAM BEHIND IT.

For more than a decade, Above Zero has been delivering projects across Melbourne to an exacting standard, each shaped by integrity, material honesty and quiet human scale.

Fifty-four residences and penthouses above Camberwell Junction, conceived as a complete living environment, with the amenity of a private hotel and views that reach from the city to the Dandenong Ranges.

2, 3 & 4 BEDROOM RESIDENCES & PENTHOUSES, WELLNESS, BUSINESS & DINING SPACE, NOW SELLING.



Past project, Rondure House, Kew

CONTACT US
Private appointments now available at the Camberwell House Display Suite, 697 Burke Road, Camberwell.
camberwellhouse.com.au

Stephen Bowtell
0455 038 022
StephenBowtell@jelliscraig.com.au

Sharon Swyer
0419 283 326
SharonSwyer@jelliscraig.com.au

ΛBOVE ZERO

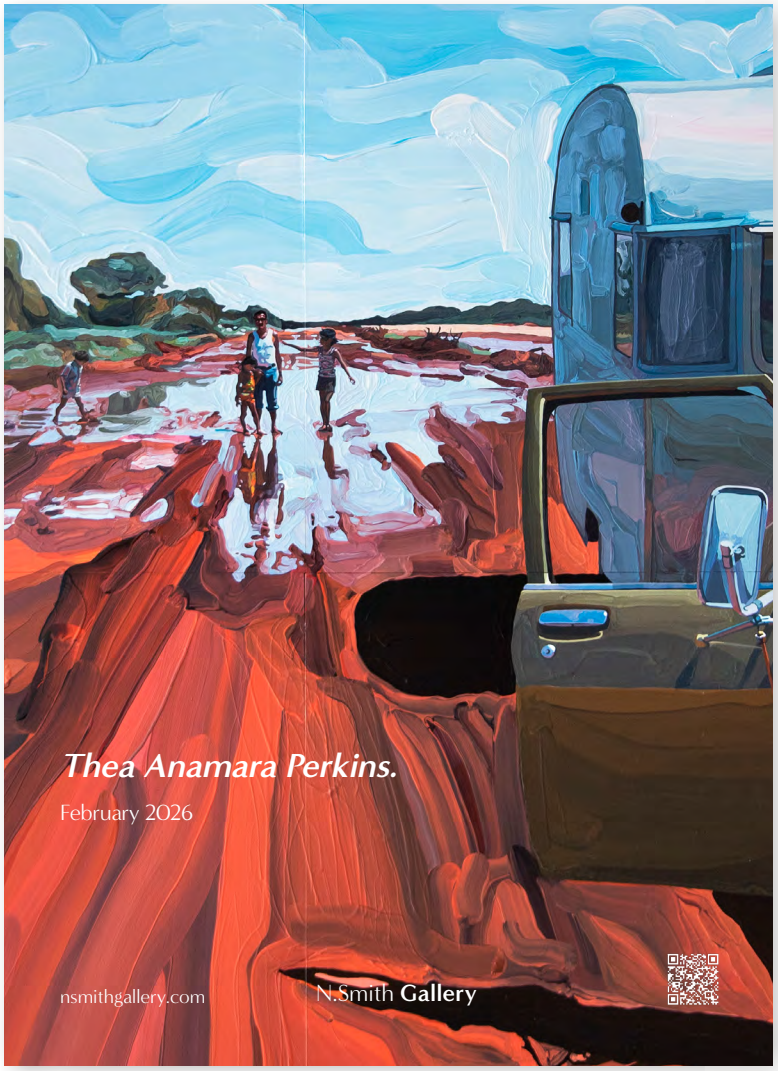
COPY AND TEXT CONSTRAINTS

Headline Focus: Keep copy to an absolute minimum. A single poetic headline, artist name or exhibition title is preferred.

No Hard Selling: Avoid aggressive marketing language, bright discount badges or repetitive exclamation marks.

Understated Branding: Keep logos small and sophisticated. Do not let a giant logo overpower the artwork featured in the ad.

Discreet Contact Info: Instead of large phone numbers or messy social media handles, use a single clean URL or a minimal gallery address in small print at the bottom.





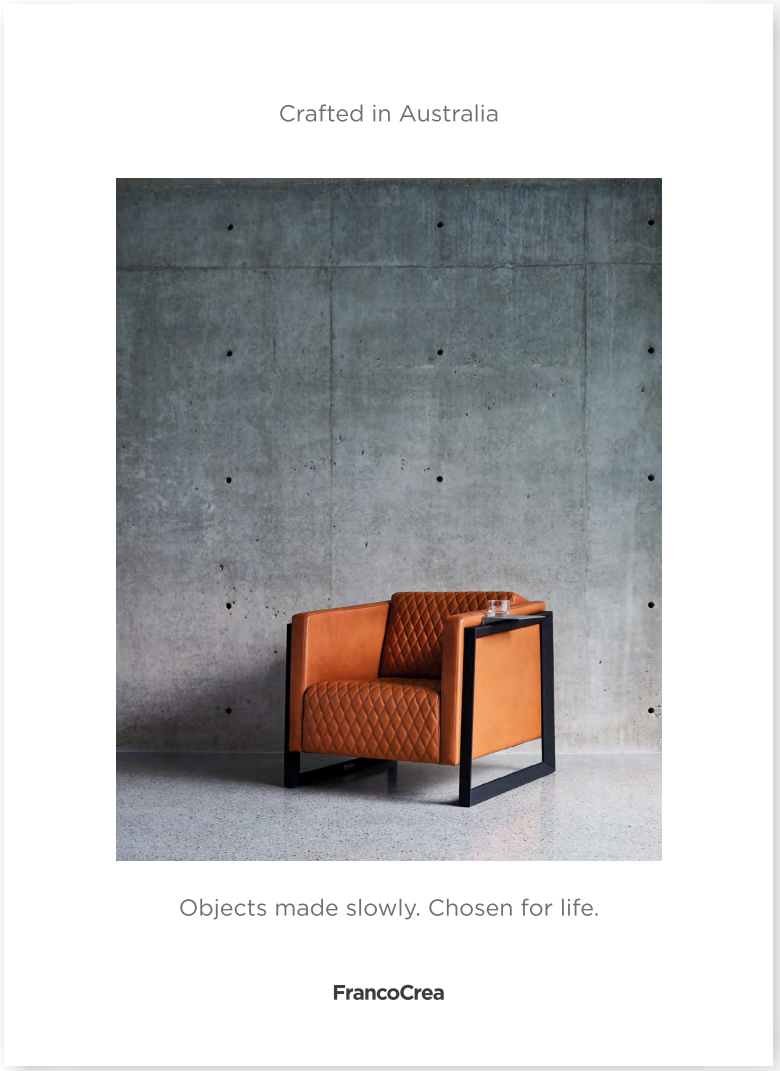
COLOUR AND CONTRAST RULES

Sophisticated Palettes: Avoid neon, highly saturated digital primary colours or aggressive gradients unless they are part of a featured artwork.

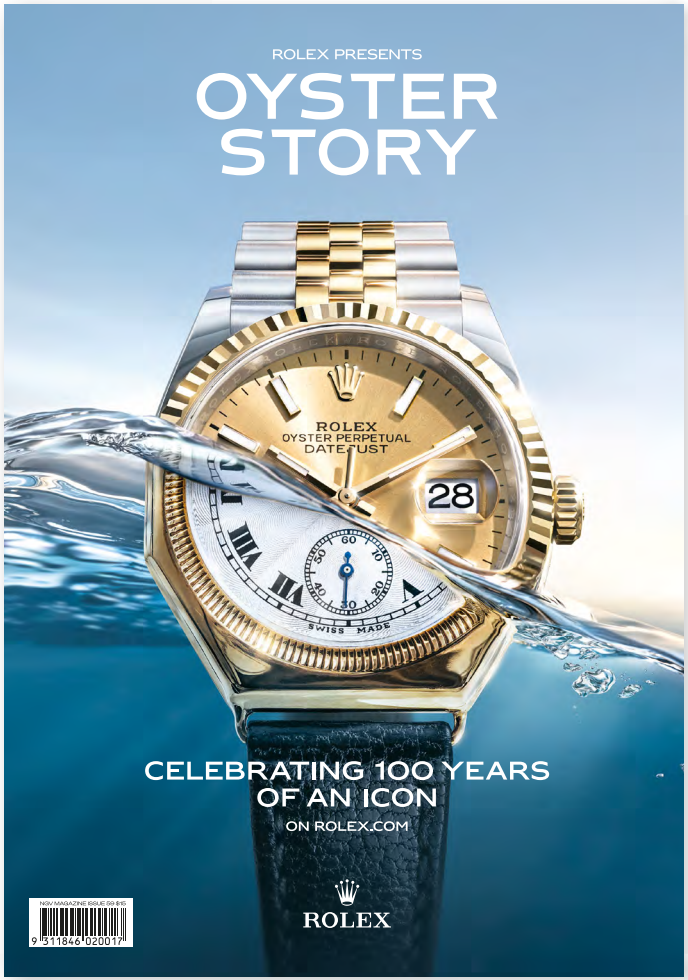
Background Restraint: Use solid white, solid black, subtle muted tones or full-bleed imagery as your background. Avoid busy, textured digital backdrops.

Legibility: Ensure high contrast between your text and background. Never overlay thin text on top of a busy, multi-coloured image.





BEST PRACTICE EXAMPLES







BEST PRACTICE EXAMPLES

Mehwish Iqbal

Bait-al-Nahl –
The House of Bees

بیتِ النحل



31 Oct 2026 – 14 Feb 2027

BUNDANON

DANGEROUSLY MODERN

AUSTRALIAN WOMEN ARTISTS
IN EUROPE 1890–1940

24 MAY – 7 SEP 2025
ART GALLERY OF SOUTH AUSTRALIA
ON KAURNA YARTA. BOOK NOW

AGSA



8 August –
20 September
at the Ballarat
Mining Exchange

ART GALLERY OF BALLARAT