



MEDIA KIT 2024-25
FRIENDS OF NGV

NGV MAGAZINE

CONNECT WITH AUSTRALIA'S LEADING ART INSTITUTION

The National Gallery of Victoria is Australia's leading and highest attended art museum, welcoming almost 3 million visitors annually from around the country and overseas. The NGV is situated over two magnificent buildings – NGV International and The Ian Potter Centre: NGV Australia.

NGV MAGAZINE

A direct link to the NGV brand, audience and dynamic program of international art, design and ideas, *NGV Magazine* connects readers to the stories behind these internationally significant, locally relevant moments via interviews, essays and previews. Across print and digital platforms, *NGV Magazine* speaks fluently to a community of Australian and international readers who are passionate about art, design and contemporary culture.

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.

READERSHIP PER ISSUE

6 issues per year

63,000+ readership per issue*

SOCIAL MEDIA

Instagram: 448K followers

Facebook: 261K followers

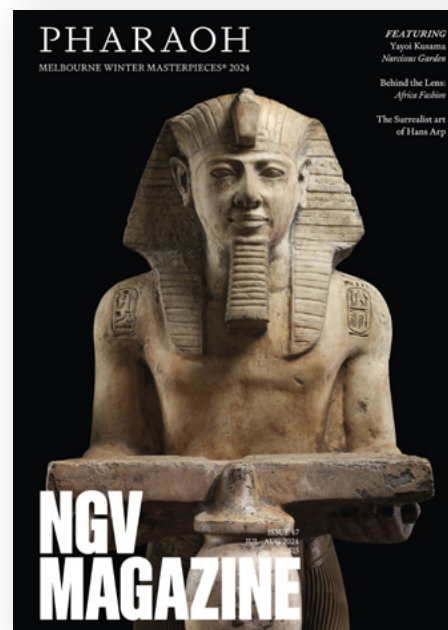
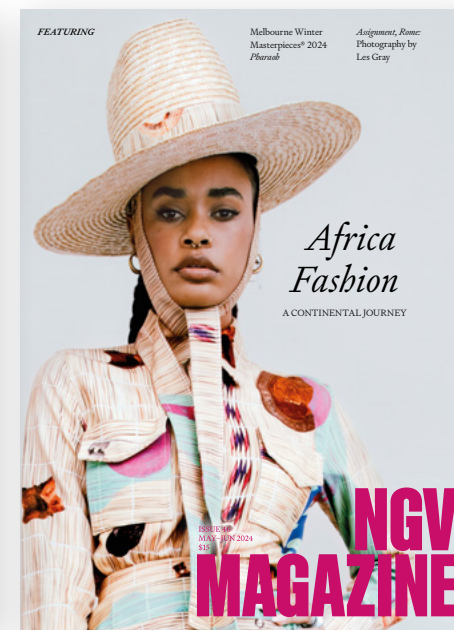
Twitter: 120.9K followers

YouTube: 34.3K followers

LinkedIn: 47,356 followers

* Readership based on Circulation Audit Bureau figure September 2023

NGV Magazine Mar–Apr 2024
 NGV Magazine May–Jun 2024
 NGV Magazine Jul–Aug 2024
 NGV Magazine Sep–Oct 2024



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
EXHIBITION DIRECTORY LISTING	\$600		

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 2025	18 November 2024	25 November 2024	6 January 2025
MAR/APR 2025	30 January 2025	3 February 2025	3 March 2025
MAY/JUNE 2025	7 March 2025	10 March 2025	1 May 2025
JUL/AUG 2025	9 May 2025	16 May 2025	1 July 2025
SEP/OCT 2025	4 July 2025	11 July 2025	1 September 2025
NOV/DEC 2025	5 September 2025	16 September 2025	1 November 2025

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.



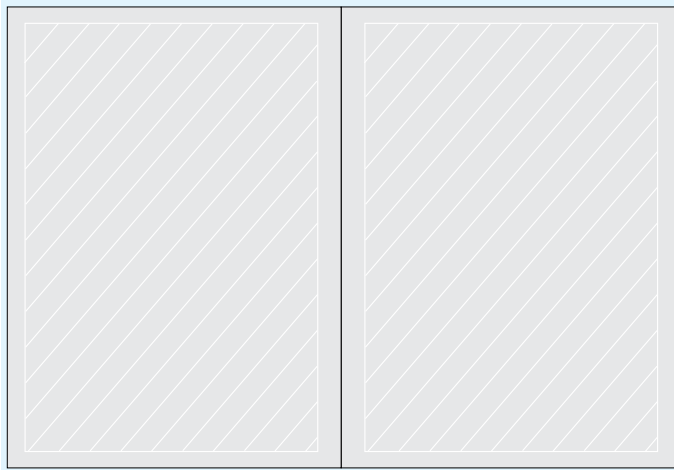
ADVERTISING CONTACT

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NGV Magazine is published by
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 ngv.melbourne

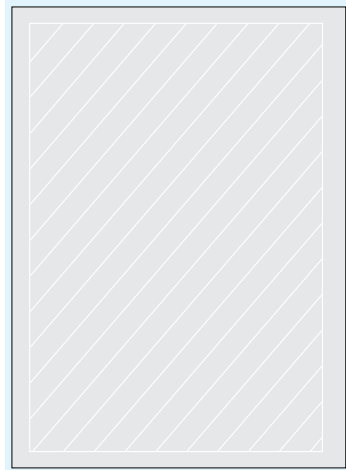
MATERIAL REQUIREMENTS

ADVERTISING SPECIFICATIONS



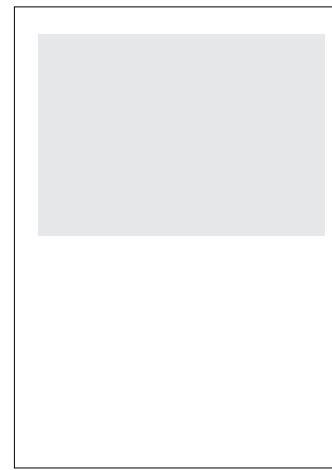
Double page spread*

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 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

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NGV Magazine Senior Editorial Coordinator
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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.