

NGV MAGAZINE

MEDIA KIT 2018

NG

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NGV MAGAZINE

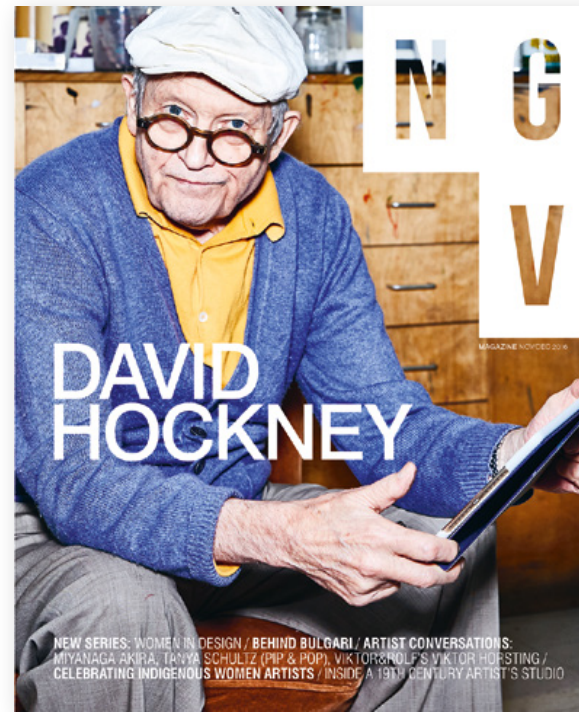
Introducing *NGV Magazine* (previously *Gallery magazine*)

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.



AUDIENCE OVERVIEW

OUR AUDIENCE

- Executives, business leaders
- Artists, architects, designers, creatives
- Collectors, patrons, supporters
- Entrepreneurs, innovators
- Influencers, critical thinkers
- Academics, researchers

OUR VOICE

- Confident
- Contemporary
- Creative
- Curious
- Exploratory

OVERVIEW

With over around 29,000 copies distributed per issue *NGV Magazine* has one of the highest readerships of any Australian arts and culture magazine. NGV's 27,000 plus NGV Members, corporate partners, supporters, patrons and key stakeholders are automatically subscribed to *NGV Magazine*.

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 or an annual subscription

THE DESIGN

NGV Magazine features a layout on a selection of coated and un-coated paper stocks.



DEMOGRAPHICS

AGE

20–75

GENDER

70%

Female

25%

Male

GEOGRAPHY

15%

Non-metro and other states

30%

Outer Melbourne
(more than 8kms)

55%

Inner Melbourne
(within 8kms)

OCCUPATION

6%

Home duties

4%

Student

25%

Retired/Pensioner

65%

Work full or part time

CONTENT OVERVIEW

CONTRIBUTOR PROFILE

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.

EDITORIAL PROFILE

Regular sections:

Making News: A round-up of major local and international announcements, events, milestones and cultural hotspots.

Feature: Essay and photo feature offers detailed coverage of major artists, exhibitions and events at NGV with exploratory writing, expert insights and unique perspectives.

Studio: Insider access to the neighborhood, life and creative spaces of diverse artistic minds around the world, by writers and photographers local to their city.

Interview: In-depth Q&A with artists, influencers, creative leaders and cultural innovators.

Creative Sparks: First person accounts of the professional journeys and lightbulb moments for people working in the creative industries, from costume and floral design to visual artists, makers and artistic directors.

Women in Design: From Dubai to Milan, Melbourne and beyond, a series on the women behind creative and cutting-edge design and enterprise.

Collection: Every picture tells a story: Fresh perspectives on the people, stories and provocations behind artworks in the NGV Collection.

People: Key moments and people at NGV.

My NGV: Personalities from culture and media speak about their life and work, and choose a work in the NGV Collection with special significance

Books: interviews, edited extracts and hot-off-the-press access to publications at NGV

Museum Life: Behind-the-scenes insight into museum life via interviews with people working in diverse roles at NGV

Last Word: Life, love and culture in this short Q&A with a range of personalities



OUR ADVERTISERS

LAND AND PEOPLE
NEW MEDIA WORKS FROM ASIA - PACIFIC

2 February - 12 March 2017

ARTISTS: LAY DIAZ (Philippines), SONOJI TOMO (Japan), YUKA SUGI (South Korea), SHUSHO FUJISAKI (Japan), CHARWEE TSAI (Taiwan), YONG TANGELIANG (Malaysia)

CAIRNS REGIONAL GALLERY

BVLGARI
ROMA

DIVAS' DREAM
VICENTY • MELBOURNE COLLINS STREET AND CADEXA • BARRANG

JOHN OLSEN
TALKING TO SEA - 2014
OIL ON CANVAS - 100 x 100 CM

M
METRO GALLERY

EXHIBITS
1 | 2016-2017
KORUMIYU TOSHIYUKI
10111 KAWASAKI
KAWASAKI TOSHIYUKI

Charles Blackman
Schoolgirls

4 March - 18 June 2017

Heide Museum of Modern Art
Open 10am-5pm
Tuesday-Sunday
7 Templestowe Road
Bulleen VIC 3105
heide.com.au

L'enfant terrible at NGV.

With a history of unconventional creative thinking and cutting-edge design, Mercedes-Benz are proud to be the Principal Partner of 'The Fashion World of New Zealand Designer: From the Sketch to the Catwalk, 'L'enfant terrible'', unique creative vision has also been realised in the collaboration of a new art & design, exclusive to the exhibition and now on display on Friday nights at the National Gallery of Victoria.

www.mercedes-benz.com.au/1gtr

Mercedes-Benz
The best or nothing.

Birds
flight paths in Australian art

2 DEC - 12 FEB

enivment • collecting • identity • symbol

CREATIVES: JESSICA BELL, JESSICA BELL, MPRG

MORNINGTON PENINSULA REGIONAL GALLERY
MPRG

www.mprg.org.au

AT A GLANCE



ADVERTISING RATES

| FULL PAGE (EX GST) | |
|--------------------|---------|
| Casual | \$2,990 |
| 3x | \$2,720 |
| 6x | \$2,332 |

| DOUBLE PAGE SPREAD (EX GST) | |
|-----------------------------|---------|
| Casual | \$4,800 |
| 3x | \$4,368 |
| 6x | \$3,745 |

| HALF PAGE (EX GST) | |
|--------------------|---------|
| Casual | \$1,695 |
| 3x | \$1,440 |
| 6x | \$1,322 |

CIRCULATION

29,744 Publisher's statement
 – Circulation Audit Bureau
 March 2016
 6 issues per year

LOADINGS

Specified positions – 10%
 Outside Back Cover – 20%

DEADLINES

| ISSUE | BOOKING DEADLINE | MATERIAL DEADLINE | ON SALE |
|----------------|------------------|-------------------|------------------|
| SEP/OCT 2017 | 30 June 2017 | 7 July 2017 | 1 September 2017 |
| NOV/DEC 2017 | 25 August 2017 | 1 September 2017 | 1 November 2017 |
| JAN/FEB 2018 | 27 October 2017 | 3 November 2017 | 29 December 2017 |
| MAR/APRIL 2018 | 29 December 2017 | 5 January 2018 | 1 March 2018 |
| MAY/JUNE 2018 | 23 February 2018 | 2 March 2018 | 1 May 2018 |
| JUL/AUG 2018 | 27 April 2018 | 4 May 2018 | 2 July 2018 |
| SEP/OCT 2018 | 29 June 2018 | 6 July 2018 | 3 September 2018 |
| NOV/DEC 2018 | 24 August 2018 | 31 August 2018 | 1 November 2018 |

NOTE: Advertising deadlines are subject to change (Effective 1 January 2014).

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 6444
 mobile: 0400 509 153
 email: karynkyriacou@hardiegrant.com

Henna Arcadi (NSW only)
 phone: (02) 9857 3700
 mobile: 0415 640 645
 email: hennaarcadi@hardiegrant.com

NGV Magazine is published by
 National Gallery of Victoria

180 St Kilda Road
 Melbourne VIC 3004
 ngv.melbourne

DELIVERY

ARTWORK

PDF files to be created to the ISO 12647-2 standard.

Please use ISOcoated_v2_eci.icc profile for coated stock, and ISOuncoated.icc profile for uncoated stock.

A high quality, ISO 12647-2 compliant digital colour proof is required for all files submitted. If you choose not to supply a digital proof, National Gallery of Victoria will not be held responsible for variations between supplied files and the final printed ad.

National Gallery of Victoria only accepts digital material. PDFs preferred. (Note: We do not accept Word, Publisher or Powerpoint files.)

Please ensure that registration and trim marks do not appear on artwork. For full page and double page spreads bleed should be set to 5mm outside the trim area. Please take care to set this in the 'Marks and Bleed' area of your software program.

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

Double page spreads are to be supplied as separate single page files with 5mm 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 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 12pt. 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. UCR, with a total ink density of 230% with 90% black, will be applied to four colour black images.

Recommended minimum line weight is 1pt with a maximum of 2 colours overprinting.

MATERIAL

email: hannahlouey@hardiegrant.com

TERMS AND CONDITIONS

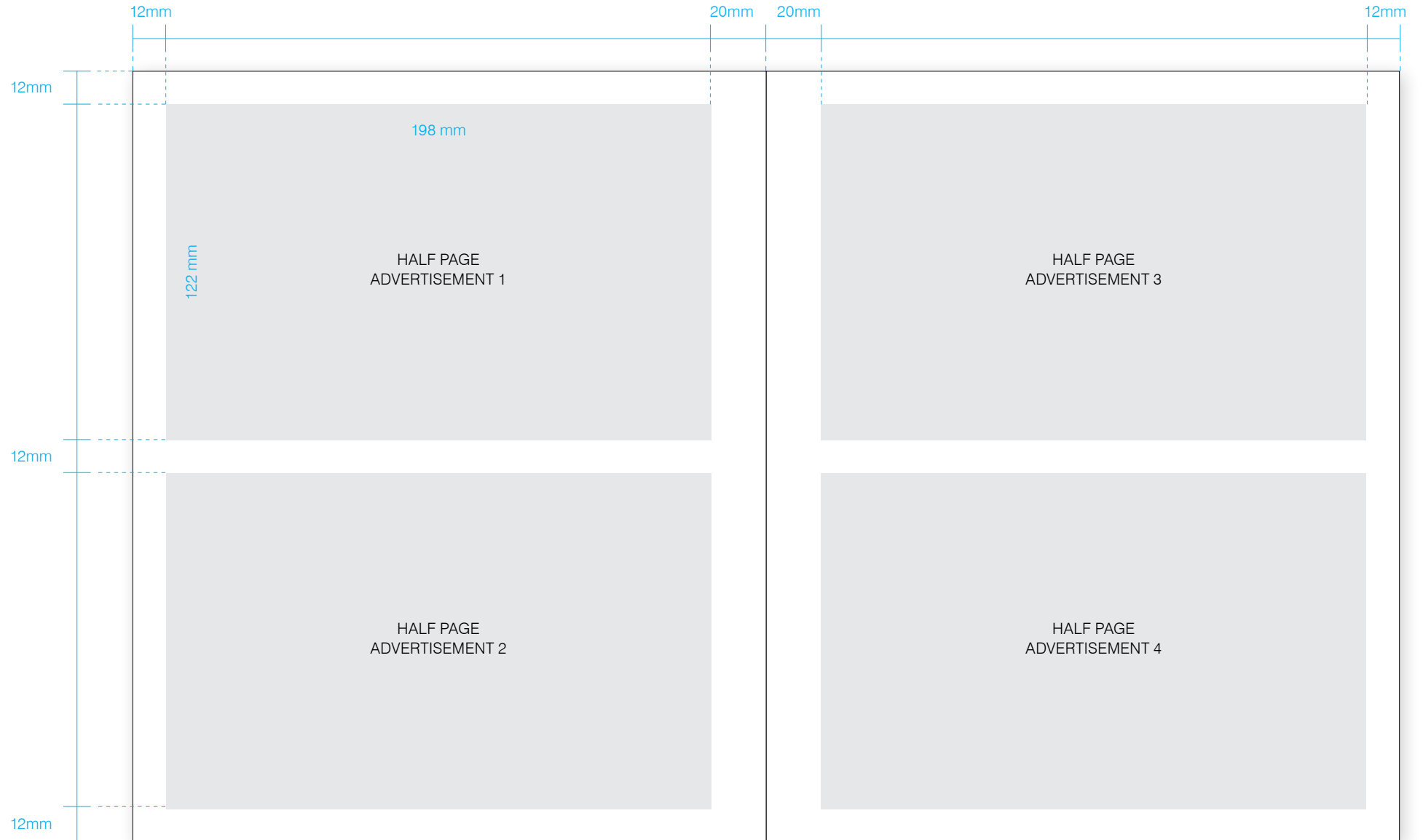
GENERAL CONDITIONS

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: 198 mm wide x 122 mm high.
Your image can run to the edge of the print area, but please DON'T add bleed. No trim marks are needed.



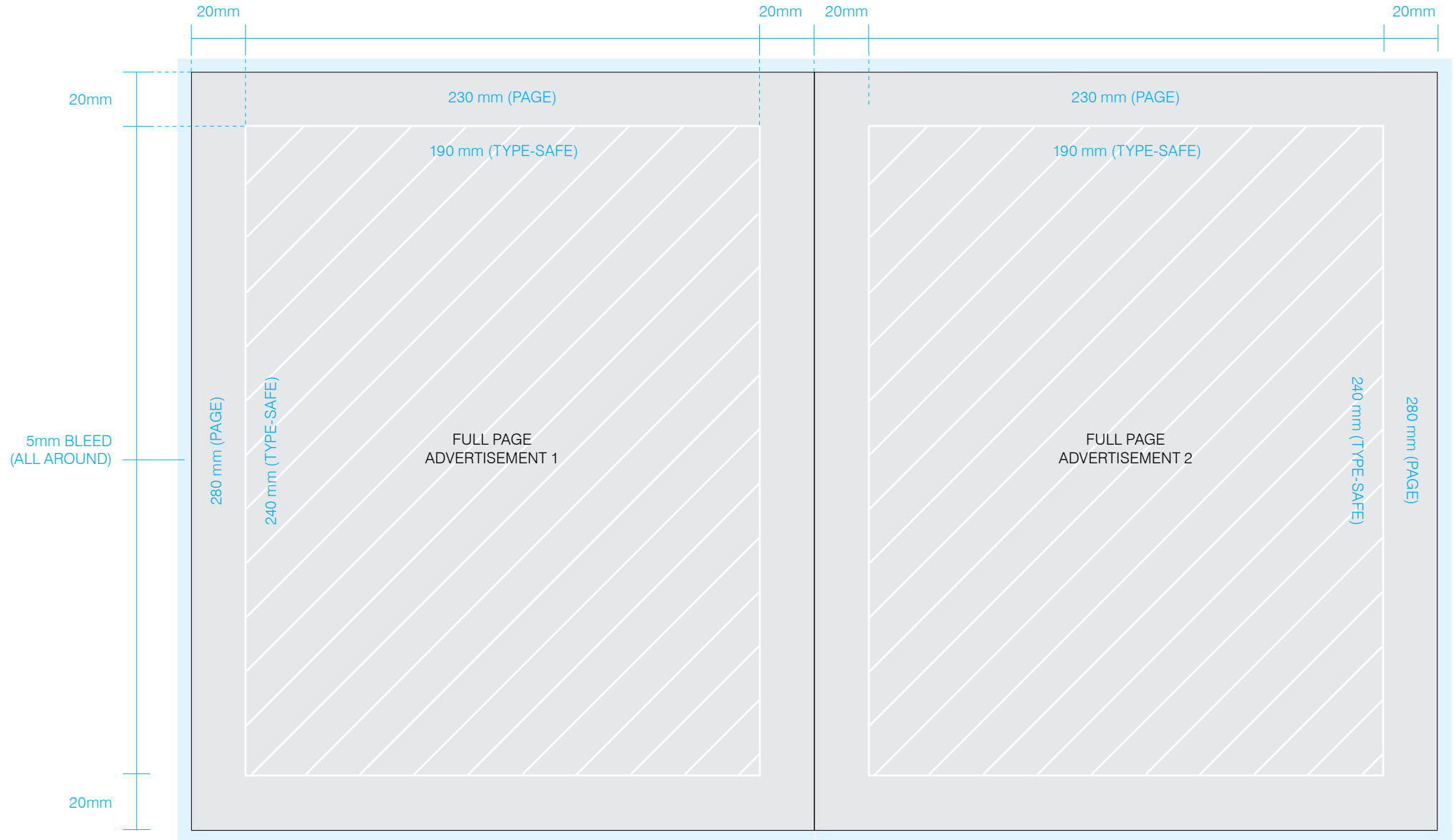
PRINT AREA



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: 230 mm wide x 280 mm high.

Type-safe area is: 190 mm wide x 240 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 5mm bleed all around and show trim marks to the page size (230 x 280).



PRINT AREA



TYPE-SAFE AREA