

MEDIA KIT 2021

N G

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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 in print and online.



In times of uncertainty, fragility and crisis, art and public challenges can help people to find calm, connection, inspiration and community. But when these places are physically absent, how can they still connect with audiences? In this cover story, we explore how some of the world's cultural institutions responded to the rising uncertainty and anxiety associated with the COVID-19 pandemic and brought positivity in person experiences into a virtual world.

BY ALEX SUTHER

Creating an art gallery in a museum for the first time during the COVID-19 pandemic is a unique challenge for many cultural institutions. In the NGV, the virtual museum is a platform for artists to showcase their work and connect with audiences in a way that is safe and accessible. This cover story explores how the NGV has adapted to the challenges of the pandemic and how it has used art to bring people together in a virtual world.



(cover)
 NGV Triennial 2020 installation view of Refik Anadol
 (designer); Refik Anadol Studio, Los Angeles (design studio)
Quantum memories 2020. Commissioned by the National
 Gallery of Victoria, Melbourne. Proposed acquisition with
 funds donated by Loti & Victor Smorgon Fund and Barry
 Janes and Paul Cross, 2020 © Refik Anadol. Photo: Tom Ross

NGV Magazine Mar–Apr 2021
NGV Magazine Jan–Feb 2021
NGV Magazine Nov–Dec 2020
NGV Magazine Sep–Oct 2020
NGV Magazine Jul–Aug 2020

AUDIENCE OVERVIEW

OUR AUDIENCE

- NGV Members – NGV's biggest community
- NGV Foundation Members – Individual supporters of the NGV across acquisitions, exhibitions and programs
- Donors, supporters and corporate partners of the NGV
- NGV trustees and emeritus trustees
- Teachers, academics and educators
- Artists, architects and designers

OUR VOICE

We value high-quality critical and creative writing and thoughtful scholarship that is accessible for a wide range of readers.

Our authors include Australian and international essayists, researchers, academics, curators, novelists, artists and designers.

OVERVIEW

NGV Magazine is published in print and online bi-monthly by the National Gallery of Victoria and distributed to a broad readership of around 75,000* readers per issue, including 28,000+† NGV Members, Foundation members, corporate partners, supporters, patrons and visiting audiences shopping at NGV design store.

The magazine believes in intelligent, interesting, insightful writing that is engaging, accessible, tells a good story and is informed by compelling ideas and a distinct voice. NGV Magazine readers are very engaged with the NGV and art/design, and knowledgeable about the arts at varying levels, from practising artists and readers with specialist knowledge to general audiences. *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.

* Estimate based on 2.5 readers per copy for a circulation of 29,700
† Figure according to 2019/20 financial year



DEMOGRAPHICS

AGE

20–75

GENDER

46%

Female

24%

Male

30%

unknown

GEOGRAPHY

15%

Regional Victoria and Australia

30%

Outer Melbourne
(more than 8kms)

55%

Inner Melbourne
(within 8kms)

NGV Triennial 2020 installation view of *Fallen Fruit* (artist collective); David Allen Burns (artist); Austin Young (artist) *Naturalised plants (Royal Botanic Gardens) 2020* from the *Natural History series 2020*, Commissioned by the National Gallery of Victoria, Melbourne, featuring works from the NGV's Collection. *Natural History 2020* is supported by Nicholas Perkins and Paul Banks
© *Fallen Fruit*. Photo: Sean Fennessey

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 NGV announcements, events and milestones.

Making With: Demystifying the way artists and designers work with a step-by-step illustrative piece directly from an artist or designer about how they created one particular work.

Current Issues: A critically engaging feature considering historical and contemporary art and design in the context of current issues, concerns and topics of public conversation.

Deep Read: First person narrative non-fiction that takes artwork from the NGV Collection or themes in an NGV exhibition as inspiration to explore bigger ideas, philosophies, experiences or concepts.

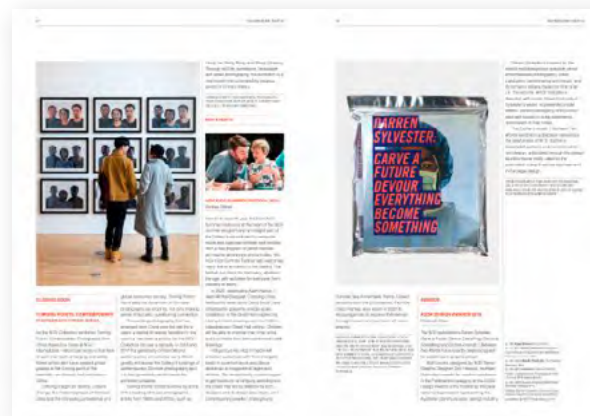
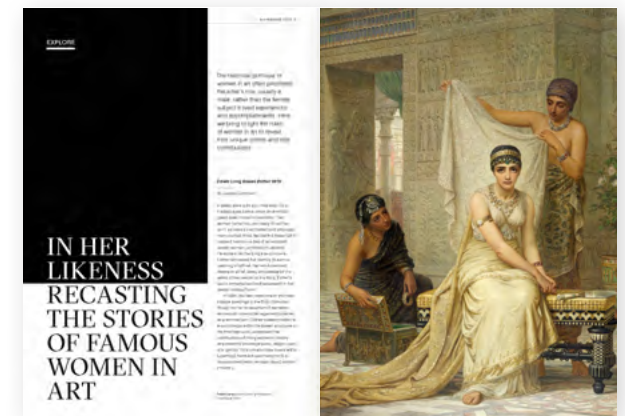
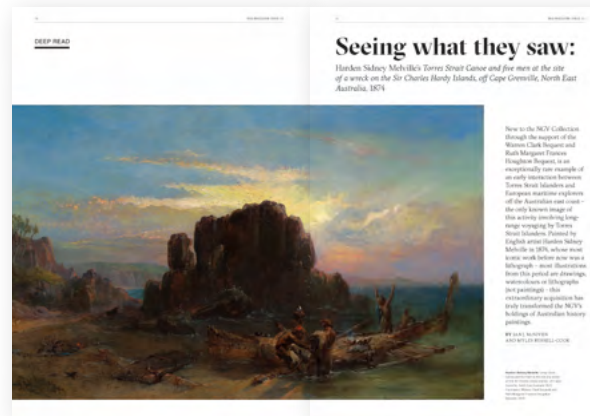
Life and Times: A series on the overlooked or forgotten women in art and design, tracing their biographical and creative journeys, with a dual focus on the socio-cultural environment in which they work.

People: Key moments and people at NGV.

Art in Focus: Analysing and unpacking one particular work of art or design in illustrative, bite-size details.

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

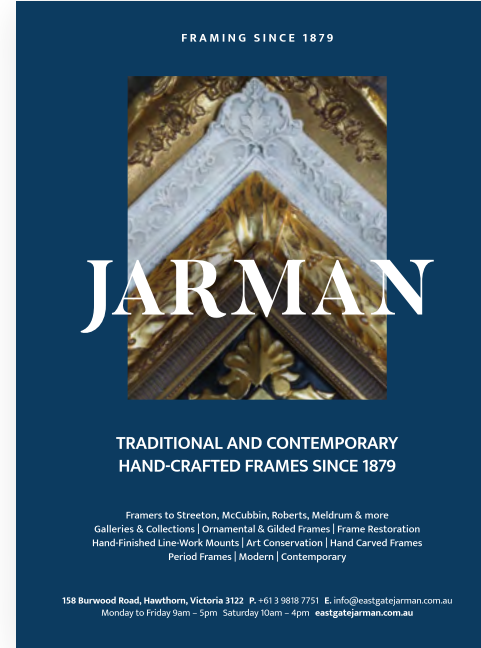
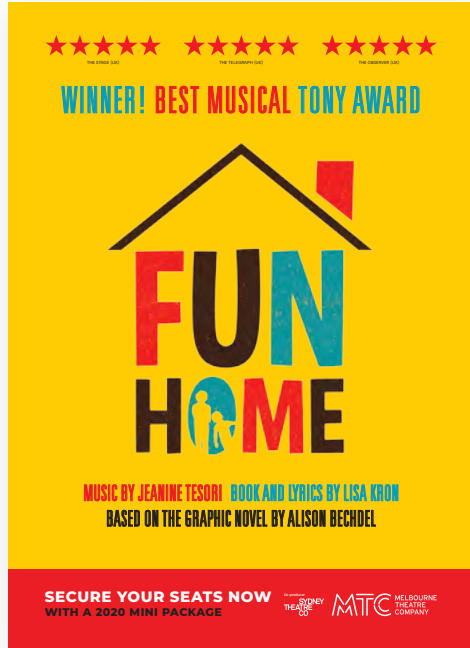
Secret Life of Art: The rarely told stories or recently discovered aspects of a work of art in the Collection, examining the work itself as well as the life and experience of the artist.



NGV MAGAZINE ONLINE

NGV Magazine Online publishes each issue of *NGV Magazine* digitally and features online-only audio, video, image galleries and reading to extend the reader experience, as well as back issues made available digitally in an online archive. A bi-monthly *NGV Magazine* eNews offers readers direct access to *NGV Magazine Online*.





Our advertisers reflect our readers: they're creative, contemporary and confident. They include an eclectic mix of high-end retail brands, bespoke property companies and a diverse range of galleries both state and country-wide. Our advertisers ensure that the NGV audience's tastes and needs are continually catered for.

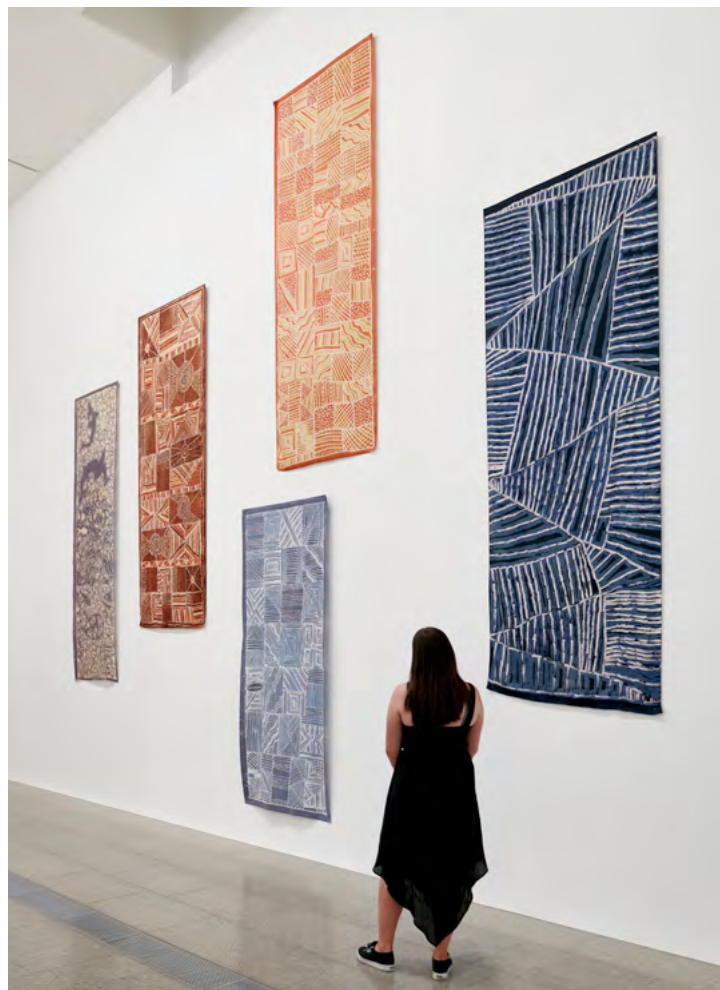
BVLGARI
Celebrating 125 years

Melbourne
Symphony
Orchestra

MTC MELBOURNE
THEATRE
COMPANY

**NATIONAL GALLERY
OF AUSTRALIA**
CANBERRA





Installation view of *T/W/I* at The Ian Potter Centre: NGV Australia, November 2020 © Courtesy the artists. Photo: Tom Ross

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

29,700 Publisher's statement
– Circulation Audit Bureau
May 2021
6 issues per year

LOADINGS*

Specified positions
10% loading fee

IFC
10% loading fee

Opposite contents
10% loading fee

Opposite director's letter*
10% loading fee

* approved on a case-by-case basis

DEADLINES

ISSUE	BOOKING DEADLINE	MATERIAL DEADLINE	ON SALE
MAY/JUN 2021	5 March 2021	12 March 2021	30 April 2021
JUL/AUG 2021	14 May 2021	21 May 2021	29 June 2021
SEP/OCT 2021	9 July 2021	16 July 2021	30 August 2021
NOV/DEC 2021	10 September 2021	17 September 2021	29 October 2021
JAN/FEB 2022	12 November 2021	19 November 2021	27 December 2021
MAR/APR 2022	7 January 2022	14 January 2022	25 February 2022

NOTE: Advertising deadlines are subject to change.

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 6709
Mobile: 0400 509 153
Email: karynkyriacou@hardiegrant.com

Henna Arcadi (NSW only)
Phone: (02) 9857 3707
Mobile: 0415 640 645
Email: hennaarcadi@hardiegrant.com

MATERIAL
Hannah Louey
Phone: (03) 8520 6456
Email: hannahlouey@hardiegrant.com

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

MATERIAL REQUIREMENTS

ARTWORK

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 4mm 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 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.

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 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 Lumi Silk (cover) and 90gsm Lumi Forte Satin Matt Art (text). All artwork supplied should carry the colour profile FOGRA39.

MATERIAL

Hannah Louey
Phone: (03) 8520 6456
Email: hannahlouey@hardiegrant.com

TERMS AND CONDITIONS

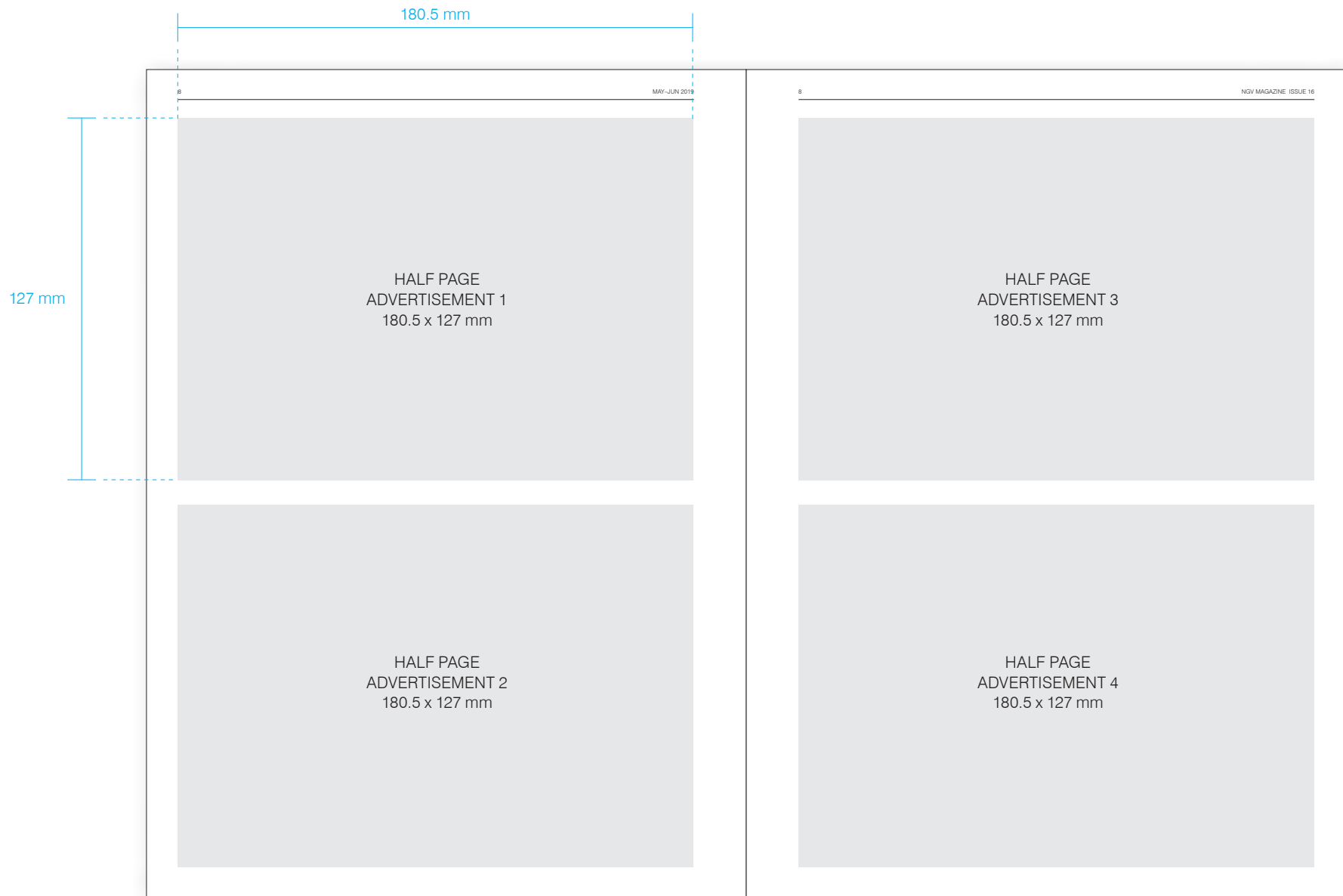
GENERAL CONDITIONS

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.

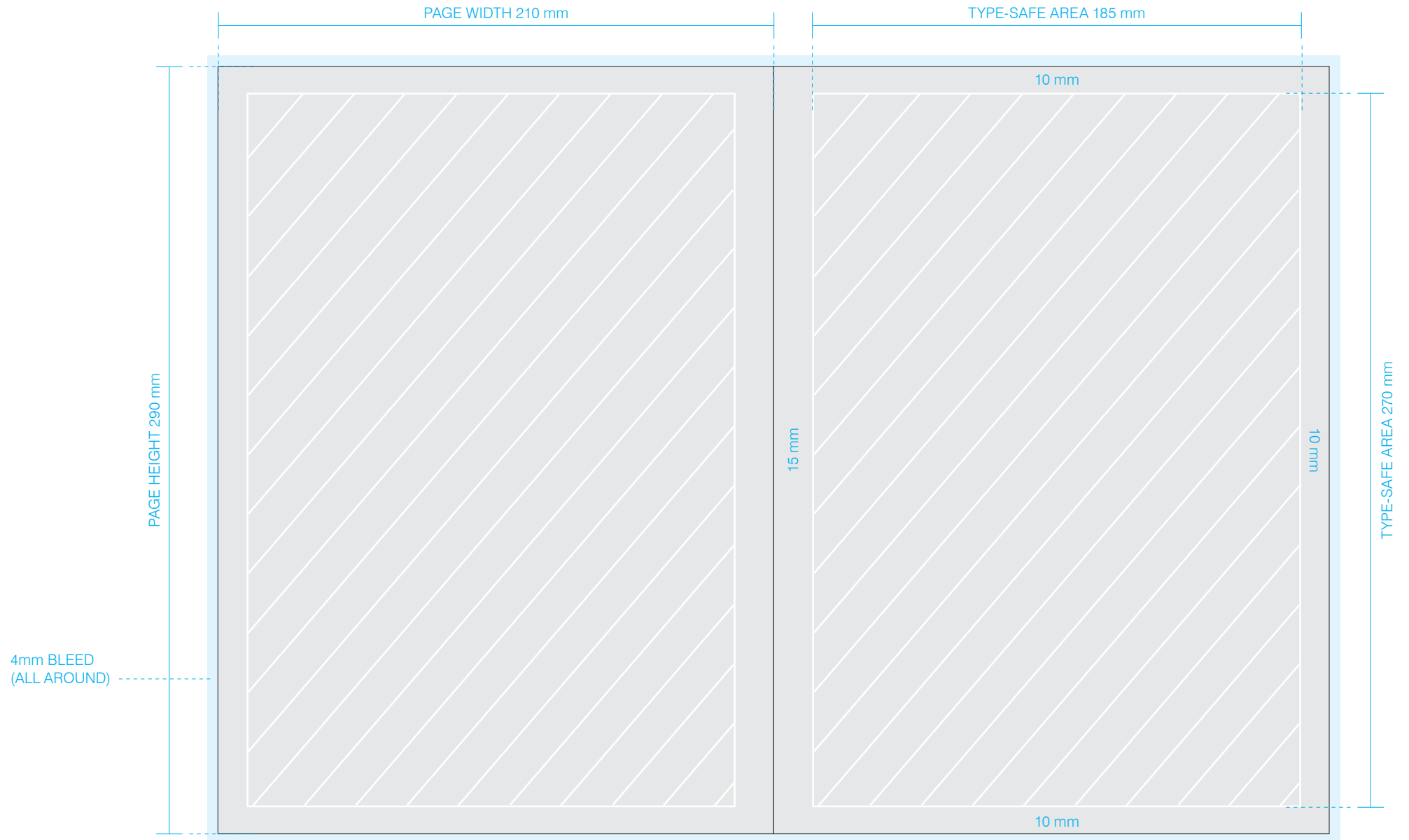


NOTES: Page size (print area) for EACH advertisement is: 180.5 mm wide x 127 mm high.
Your image can run to the edge of the print area, but please DON'T add bleed. No trim marks are needed.



FULL PAGE ADVERTISEMENT SPECIFICATIONS

There are TWO full page advertisements per double page spread in the magazine.



NOTES: Page size for each advertisement is: Single page – 210 mm wide x 290 mm high. Double page spread – 420 mm wide x 290 mm high. Type-safe area is: 185 mm wide x 270 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 4mm bleed all around and show trim marks outside of the bleed area.

