



National Trust of Australia

# Victoria

Magazine



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Media Kit 2022

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## ABOUT THE NATIONAL TRUST OF AUSTRALIA (VICTORIA)

The National Trust is Australia's largest community-based heritage advocacy organisation. In Victoria, our role is to inspire people in the community to appreciate, conserve and celebrate our built, cultural and natural heritage.

### THE PUBLICATION

One of the primary means of communication between our organisation and our Victorian members is the National Trust Victoria magazine, a full-colour print publication that averages 48 pages. The magazine covers the National Trust's news and important developments, while also providing general interest articles and events calendars that inform our members of upcoming exhibitions, festivals and other exciting programs.

The magazine is also provided digitally to members that opt-in for a digital only version. This particular format allows for another level of interactivity. Readers can directly click to content, watch videos, learn more, purchase tickets to events and more. [Click here](#) to see previous editions.

The magazine is published three times a year, March, July and October.

### OUR READERS

National Trust Victoria magazine has a growing base of paid membership holders and subscribers, and each issue has a readership of over 30,000. The magazine is also sold in all of our National Trust (Victoria) shops. Our readers are actively committed to conserving Victoria's cultural heritage, meaning National Trust offers advertisers an invested and loyal readership to engage with.



Rippon Lea Estate. Photo: Jess Charleston.

## MAGAZINE ADVERTISING RATES

Size	Dimensions (mm)	Standard rate for single issue	Annual package (3 issues at discounted rate) price per issue.
Full page	287h x 200w	\$2,250	\$1,800
1/2 page	141h x 200w	\$1,350	\$1,080
1/4 page	141h x 97.5w	\$620	\$560
1/8 page	68h x 97.5w	\$290	\$250
Double page spread	287h x 410w (allow for seam)	\$3,800	\$3,250

All pricing excludes GST. Rates are correct at time of issue and are valid until 30 June 2023.

## INSERTS

A limited number of loose advertising inserts are accepted per issue, subject to approval. Size must be no greater than A4 and will be subject to a weight allowance on application. Cost \$165 (plus GST) per thousand plus \$480 postage and handling. Additional costs may be incurred if manual folding is required.

All inserts need to be approved by the National Trust (Victoria) before they are printed. Printed inserts are to be delivered directly to our nominated mail house in Melbourne.

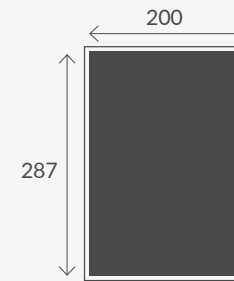
## PREFERRED POSITION LOADINGS

Outside back cover	+25%
Inside front cover	+20%
Inside back cover	+15%

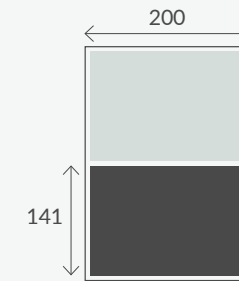
## ARTWORK SPECIFICATIONS

- Please supply artwork as an Adobe Press Optimized PDF
- Size correct at 300dpi. **No bleed or trim marks** for internal pages. Back cover and inserts require 5mm bleed and trim marks.
- No images with spot colours (please check logos)
- Please email artwork files to [kspill1@bigpond.com](mailto:kspill1@bigpond.com)  
For files over 10MB please use cloud storage such as WeTransfer.

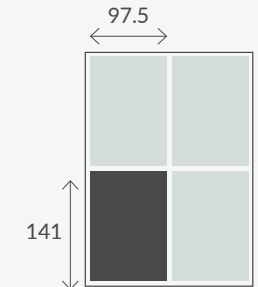
Note: unless you request otherwise, we will link your ad to your website for the digital version of the magazine.



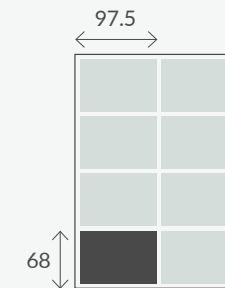
FULL PAGE



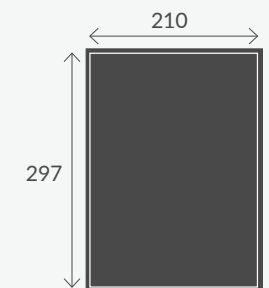
1/2 PAGE HORIZONTAL



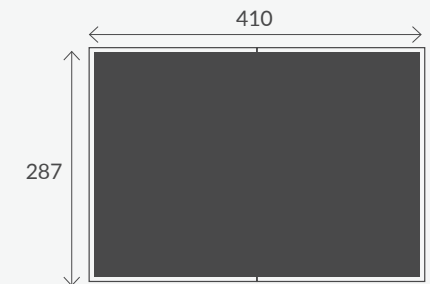
1/4 PAGE



1/8 PAGE



BACK COVER



DOUBLE PAGE SPREAD

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## MAGAZINE ADVERTISING BOOKING & MATERIAL DEADLINES

Issue	Ad booking deadline	Ad material sent to the National Trust	Inserts: Delivery of material to the mail house	Publication date
Spring 2022	2 September	9 September	16 September	1 October
Autumn 2023	27 January	3 February	10 February	27 February
Winter 2023	29 May	5 June	12 June	30 June
Spring 2023	1 September	8 September	15 September	2 October

## BOOKINGS & ENQUIRIES CONTACT

**Kerri Spillane**

0419 897 490

kspill1@bigpond.com

## TERMS & CONDITIONS

- Advertisers are advised to withhold printing of inserts until receiving written confirmation that the insert has been approved.
- The National Trust (Victoria) makes every reasonable effort to publish National Trust Victoria magazine according to the distribution schedule. The National Trust (Victoria) is not liable for any loss or damage incurred by an advertiser as a result of any failure or delay in the distribution of National Trust.
- Bulk advertising (annual package – 3 issues) must be utilised within the stipulated time period (one year) and each advertisement must be the same size, unless size variation is agreed upon at the time of booking.
- Advertising space bookings will proceed unless the Marketing Manager at The National Trust (Victoria) is notified of cancellation in writing before the booking deadline.
- Cancellation of an advertisement or insert after the booking deadline will incur a cancellation fee of 50% of the advertising fee for that advertisement.
- Where an advertisement is not published through no fault of the advertiser, the advertising fee that has been paid will be refunded.
- Bookings are essential and are taken on a 'first come, first served' basis.
- Special positioning of advertising material cannot be booked. Positioning and layout are determined at the discretion of the Editor.
- All advertising and inserts are subject to the approval of the National Trust of Australia (Victoria).

## NTV WHAT'S ON – MONTHLY ELECTRONIC NEWSLETTER ADVERTISING RATES

Over 27,000 viewers on the digital mail list.

State wide messaging that is supported by both a National & International National Trust network.

Ad position	Casual rate	2 months	6 months	12 months
1st Banner	\$750	\$700	\$675	\$640
2nd Banner	\$650	\$600	\$585	\$550
3rd Banner	\$550	\$510	\$495	\$465
4th Banner	\$400	\$370	\$360	\$340

All pricing excludes GST. Rates are correct at time of issue and are valid until 30 June 2023.

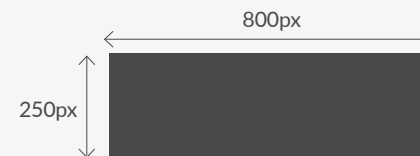
NTV What's On is sent to both the NTV Members and our supporters every month. As it's such an active and dedicated audience we enjoy high open rates and consistent growth. The NTV brand is trusted and reliable. Recognised as a leader in heritage, advocacy, tourism and sustainability it is an exemplar of a modern, values based lifestyle.

- NTV What's On is emailed in the last week of each month.
- All material must be provided no later than the **15th of the month**.
- First time advertisers are encouraged to submit before the deadline so any adjustments that need to be made to meet the NTV style requirements can be achieved before the cut-off date.
- To improve engagement, NTV What's On recommends a strong call-to-action and where possible, a Member benefit.

## ARTWORK SPECIFICATIONS

- Please supply artwork as a **jpg** or **png** file, PDFs will not be accepted. **No bleed or trim marks.**
- Artwork size to be 800px wide x 250px high.
- Please email artwork files to **kspill1@bigpond.com**

Note: unless you provide another link, we will link your banner to your website.



BANNER ADS



[Click here to see a sample of the EDM](#)

### DESIGN TIP

To ensure your ad is clear, please keep it simple and free of small text.

