



Media Kit 2026 / 2027



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 70 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 provided digitally to all members, with the option receiving a print version for a fee. The digital 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 also sold for \$15.50 in our gift shops at Pentridge Prison, Old Melbourne Gaol and Como House.

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 2027.

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.

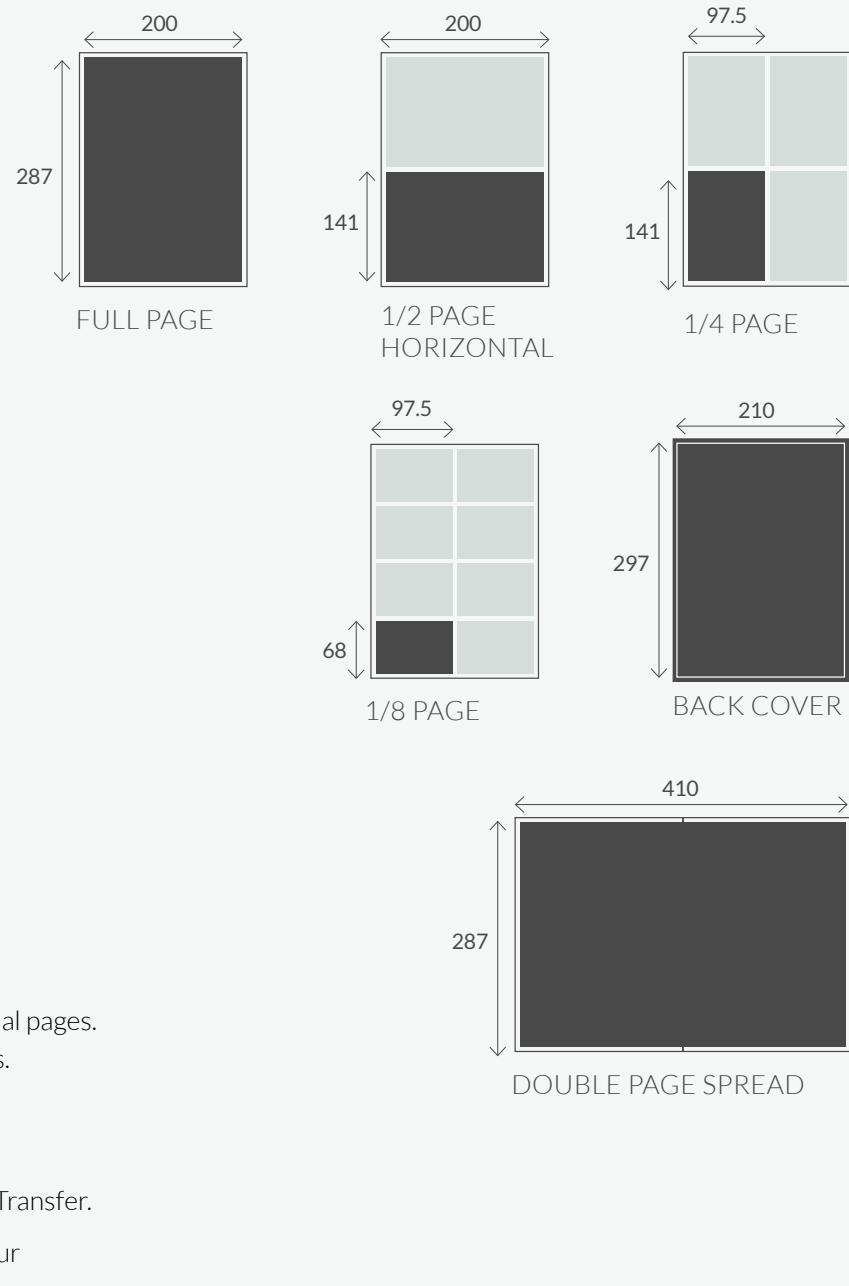
PREFERRED POSITION LOADINGS

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 spot colours (please check logos)
- Please email artwork files to **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.



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
Autumn 2026	Friday 30 January	Friday 6 February	Friday 13 February	Monday 2 March
Winter 2026	Friday 22 May	Friday 29 May	Friday 5 June	Monday 22 June
Spring/Summer 2026	Friday 4 September	Friday 11 September	Thursday 17 September	Monday 11 October
Autumn 2027	Friday 22 January	Friday 29 January	Friday 5 February	Monday 22 February

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).

NTAV WHAT'S ON – MONTHLY ELECTRONIC NEWSLETTER ADVERTISING

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 2027.

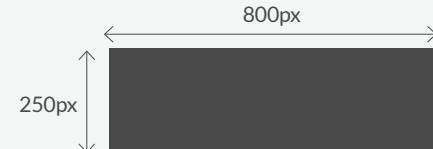
NTAV What's On is sent to both the NTAV Members and our supporters every month. As it's such an active and dedicated audience we enjoy high open rates and consistent growth. The NTAV brand is trusted and reliable. Recognised as a leader in heritage, advocacy, tourism and sustainability it is an exemplar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

- NTAV 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 NTAV style requirements can be achieved before the cut-off date.
- To improve engagement, NTAV 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



Spring has well and truly sprung, and we are blooming with excitement October is all about the gardens. Join us this Sunday at The Heights in Geelong for the Spring Garden Fair, a floral extravaganza that celebrates the beauty of the season. Or explore the La Trobe's Cottage on Spring Garden Day where history meets horticulture. And don't miss the final days of Finding Flora, an immersive journey into Como House's unequivocal floral energy.

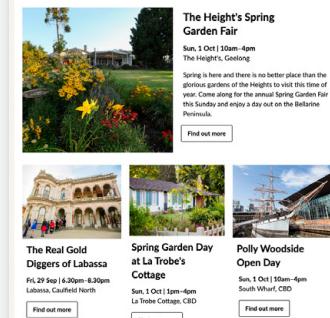
So make the most of the warmer weather and longer days, it's time to plan some adventures, whether close to home or further afield, our special places are at their very best in spring.

[Download our Spring Calendar](#)

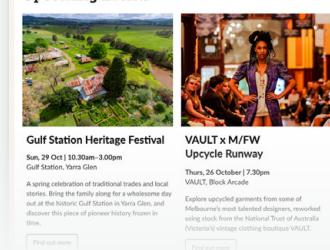
Image: Rippon Lea Estate Gardens. Credit: Neista Breen.



Long Weekend Guide



Upcoming Events



DESIGN TIP

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



HERITAGE FESTIVAL PROGRAM ADVERTISING

Festival Dates: 18 April to 18 May 2026

The Australian Heritage Festival is Australia's biggest annual community-driven heritage festival. In Victoria, the Festival is comprised of events from across the state organised by NTAV staff, properties and branches, local councils, museums, galleries, historical societies and other organisations.

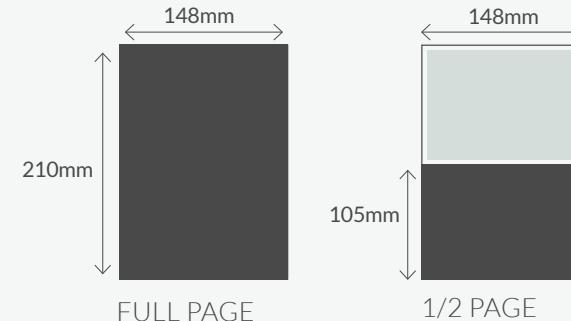
In 2026, a 16-page A5 printed highlights program will be included in the magazine, with a digital version available to the public on the Heritage Festival & National Trust website and shared via:

- NTAV social media channels (70,000 followers), e-News (30K subscribers), digital advertising across social media (estimated reach 200,000+).
- Available to view on the dedicated Heritage Festival website (200,000 hits per year).
- Shared with participating event holders - 300+ events.

Size	Dimensions (mm)	Rates
Full page	148w x 210h	\$950
1/2 page	148w x 105h	\$550

All pricing excludes GST. Rates are correct at time of issue and are valid until 30 June 2027.

- The program is available on the [NTAV website](#) and shared with our email subscribers in the w/c 9 March 2026.
- First time advertisers are encouraged to submit before the deadline so any adjustments that need to be made to meet the NTAV style requirements can be achieved before the cut-off date.
- All material must be provided no later than **Friday 6 February 2026**.
- To improve engagement, Heritage Festival Program recommends a strong call-to-action and, where possible, a Member benefit.



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