

National Trust of Australia

Victoria

Magazine



Issue 24
2022 Winter



NATIONAL
TRUST

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.

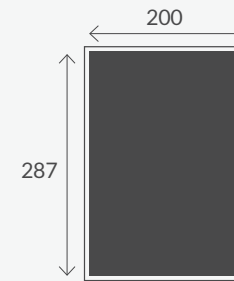
PREFERRED POSITION LOADINGS

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

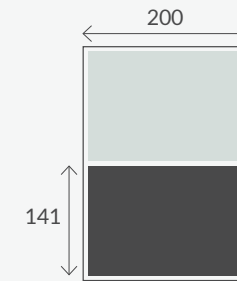
ARTWORK SPECIFICATIONS

- 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.

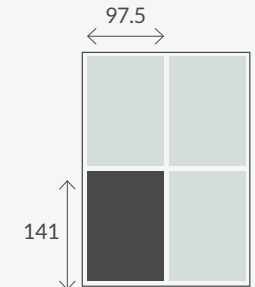
Note: unless you request otherwise, we will link your ad to your website for the digital version of the magazine.



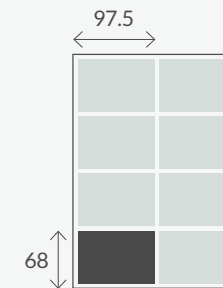
FULL PAGE



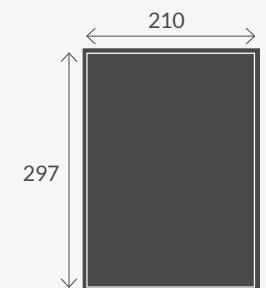
1/2 PAGE
HORIZONTAL



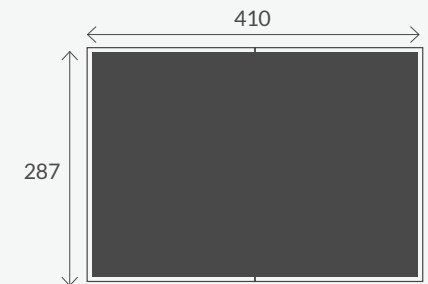
1/4 PAGE



1/8 PAGE



BACK COVER



DOUBLE PAGE SPREAD

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.

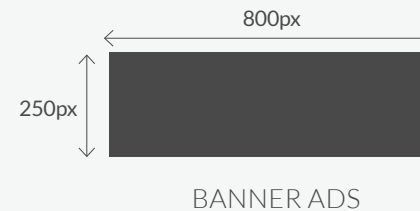
NTAV *What's On* is sent to both the NTAV Members and our supporters every month. As it's such an active and dedicated audience we enjoy high open rates and consistent growth. The NTAV brand is trusted and reliable. Recognised as a leader in heritage, advocacy, tourism and sustainability it is an exemplar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

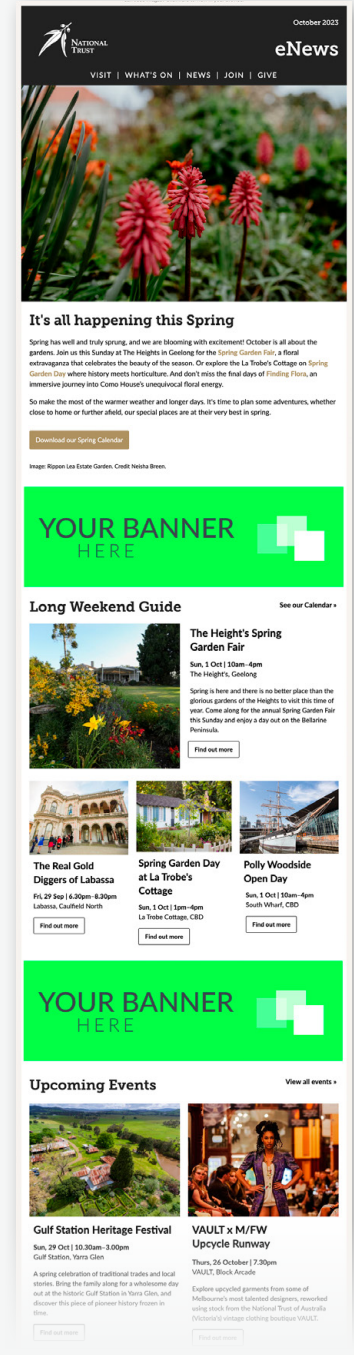
- Please supply artwork as a **jpg** or **png** file, PDFs will not be accepted. **No bleed or trim marks.**
- Artwork size to be 800px wide x 250px high.
- Please email artwork files to **kspill1@bigpond.com**

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



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.

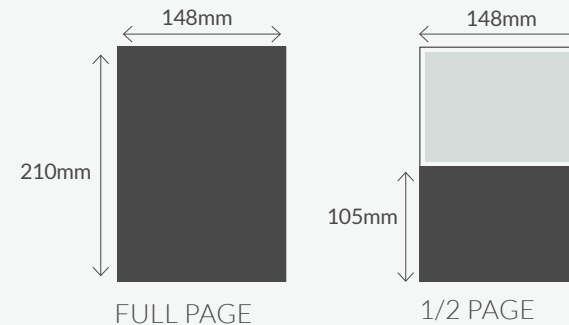
In 2026, a 16-page A5 printed highlights program will be included in the magazine, with a digital version available to the public on the Heritage Festival & National Trust website and shared via:

- 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](https://www.ntav.org.au) 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.



ARTWORK SPECIFICATIONS

- Please supply artwork as an Adobe Press Optimized PDF
- Size correct at 300dpi (will be available to download and print).
- **No bleed or trim marks.**
- Please email artwork files to kspill1@bigpond.com

