

INSITE. MAGAZINE



museums
australia
victoria

2017 MEDIA KIT

MUSEUMS AUSTRALIA (VICTORIA)

Museums Australia is the peak professional organisation representing museums nationally. Museums Australia (Victoria) is a division of the national body with funding support from the State Government through Creative Victoria. It supports employed professionals and volunteers working in art galleries, social history and science museums, historical societies, keeping places and heritage centres. The Museums Australia (Victoria) office is located in the Melbourne Museum and is open to the public.

OUR MEDIA

Museums Australia (Victoria) maintains contact with its membership through resources and information available on our website, in our weekly e-bulletin, in our members print magazine INSITE, on Facebook, YouTube and Twitter. Advertising opportunities are currently available in INSITE or through sponsorships.

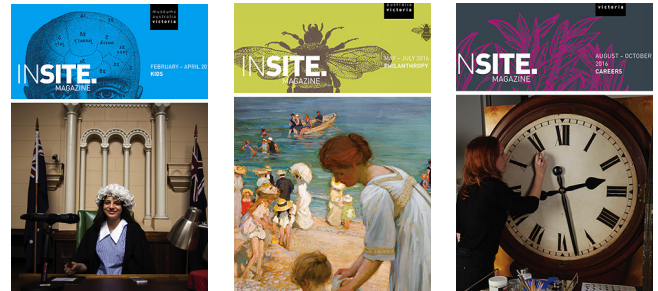
- Our **website** provides details of all of our services including events, Museum Accreditation Program, Victorian Collections and resources.
- Our exclusive members only **weekly e-bulletin** keeps readers up-to-date with the latest sector news, events and opportunities and is delivered to inboxes every Wednesday.
- To keep up to date with professional development and sector news you can follow us on **Facebook** and **Twitter**.
- Our magazine **INSITE** is the only museums' magazine in Victoria and is received by members four times a year.
- Our **YouTube** channel currently has 17 videos sharing specialised skills and resources for museum work.

SPONSORSHIP

As a not-for-profit professional association, Museums Australia (Victoria) establishes sponsorships with organisations where they will improve services for members and the sector.

Current sponsorships support the annual **Victorian Museum Awards**, the **Victorian Museums & Galleries Conference** and **Victorian Museums & Galleries Forum** and provide Museums Australia (Victoria) with opportunities to promote the work of museums in Victoria.

Contact Laura Miles to discuss a sponsorship proposal at: exec@mavic.asn.au or call: (03) 8341 7344.



INSITE

INSITE is a 20 page, themed, hard copy membership magazine produced quarterly by Museums Australia (Victoria). It is mailed out to around 460 museums, galleries and individuals in Victoria and serves the industry with information from across the sector.

INSITE's audience includes museum and gallery professionals and volunteers and institutions including state and regional museums and historical societies.

INSITE CIRCULATION

The readership for INSITE includes individuals and institutional members. Currently the membership is at 460, although readership is greater than this, due to INSITE being kept in State Libraries and the Libraries and staff rooms of institutional members.

Victorian members represent 29% of the national total. The membership has a loyal following with 71% maintaining a membership for more than 2 years, making long-term advertising effective in establishing service and product recognition.

INSITE CONTACT

Contact the INSITE Editor for magazine and flysheet samples and all bookings and inquiries:

Roisin O'Dwyer
INSITE Editor
Museums Australia (Victoria)
PO Box 385, Carlton South VIC 3053
Telephone (03) 8341 7344
Regional Freecall 1800 680 082
Fax (03) 8341 7333
Email: rodwyer@mavic.asn.au
Web: www.mavic.asn.au



INSITE BOOKINGS & DEADLINES

Bookings cancelled after the artwork deadline will be charged the full price of the advertisement. All advertisements (except covers & booked facing pages) are placed at the discretion of the Editor.

To secure your advertising space over multiple issues email the INSITE Editor with the following:

- Your contact details
- The specifications that you require (full page etc)
- The issues that you want to advertise in (all 4 issues, alternate issues, a specific issue, etc)
- The commencement date for your booking

Note: bookings are subject to cost increases.

ARTWORK DEADLINES:

- Feb-April issue: 23 January 2017
- May-July issue: 15 March 2017
- Aug-Oct issue: 21 June 2017
- Nov-Jan Issue: 13 September 2017

INSITE ADVERTISING SPECIFICATIONS

FORMATS

Advertisements should be supplied as CMYK Press Quality PDFs in the specified dimensions for the ad space. Please note that RGB colours will be converted to CMYK by the printer and this may result in variations.

The Mailhouse flysheet is a double-sided, photo-copied, landscape A4 sheet on white 80gsm (office) paper. The front side contains label and postal information and a half-page promotion for Museums Australia (Victoria) events. The reverse side is available as advertising space for either a half or full page ad. Variations to size, location or colour can be discussed with the Editor.

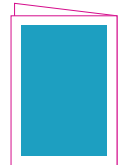
The resizing of ads that are not supplied correctly could result in changes to the appearance of the artwork. Correct sizing and use of CMYK colours are the responsibility of the advertiser. Any questions about file formats or sizing, can be directed to the Editor, Roisin O'Dwyer: rodwyer@mavic.asn.au or call (03) 8341 7338

INSITE ADVERTISING FORMATS

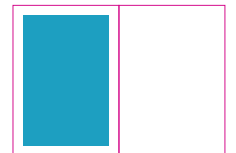
Full Page Inside Covers – Colour
INSIDE COVER PAGE – \$790
INSIDE BACK COVER – \$690
271mm (height) x 184 (width)
NO BLEED, CMYK COLOUR



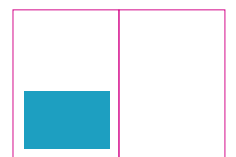
Full Page Back Cover – Colour
FULL PAGE – \$890
271mm (height) x 184 (width)
NO BLEED, CMYK COLOUR



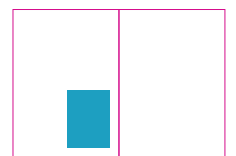
Full Page Ads (Portrait)
FULL PAGE – \$590
ON A FACING PAGE – \$630
271mm (height) x 184mm (width)
NO BLEED, CMYK COLOUR



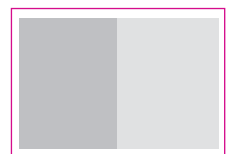
Half Page Ads (Landscape)
HALF PAGE – \$390
ON A FACING PAGE – \$440
125mm (height) x 184mm (width)
NO BLEED, CMYK COLOUR



Quarter Page Ads (Portrait)
QUARTER PAGE – \$290
ON A FACING PAGE – \$340
125mm (height) x 85 (width)
NO BLEED, CMYK COLOUR



Mailhouse flysheet (Black & White)
HALF PAGE \$100
190mm (H) x 133.5 mm (W)
FULL PAGE \$180
190mm (H) x 277mm (W)
NO BLEED



Inserts

A4 LEAF OR DL BROCHURE – \$380
Provided by advertiser

Contact the INSITE Editor for mailhouse deadlines

All rates are GST inclusive and current as of January 2017