

# QUEENSLAND LIVING POOLS & OUTDOOR DESIGN

New Qld Living Pools & Outdoor Design magazine from

Universal Magazines — Australia's largest home publisher

Universal Magazines, the company behind *Poolside*, *Outdoor Design & Living*, *Outdoor Rooms*, *Backyard & Garden Design Ideas*, *Luxury Home Design* and many other titles, is giving Queensland its very own design-focused outdoor magazine.

*Qld Living's Pools & Outdoor Design* follows the success of Universal's other publications in New South Wales and Victoria.

The styling of the publication is sufficiently different to attract a different kind of market. The brand values are sophisticated, smart and stylish with a sense of the new cosmopolitan Brisbane.

Current schedule clients of *Poolside*, *Outdoor Design & Living* and *Outdoor Rooms* are entitled to special rates in the new publication.

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## About Universal Magazines

Universal Magazines is Australia's largest niche publisher, specialising in helping marketers find targeted audiences via print and online media. Universal's 40 magazine titles include leaders in Home, Craft, Bike and some Lifestyle categories, plus 12 niche web portals. The company owns the Australian Publishing Company and Universal Online Media. Universal Magazines is an independently owned private company.

