

# Kitchens & Bathrooms *quarterly*

Trade Release  
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## **KBQ Victorian Edition Trial A Success!**

### ***Kitchens & Bathrooms Quarterly* Now Publishes Two Regular Special Victorian Editions in May and November each year**

The market leading *Kitchens & Bathrooms Quarterly* trialed a special Victorian edition early in 2008 to capitalise on an expanding readership base in the Victorian market.

This edition has achieved record copy sales in Victoria, and now will be replicated twice yearly in May and November.

#### **What Will It Look Like?**

Like the February 2008 trial edition, the Victorian edition will still retain the same look, feel and size as the regular National edition of the publication.

The main difference is that Victorian content will be grouped up the front, and bonus feature-style content will be added to engage the Victorian reader.

“Publishing is all about reach and engagement. With these editions we can expand our reach, and now with some new Victorian content can provide an even better service for both readers and advertisers,” commented Ms Williams.

The company has already trialed this approach in New Zealand, where a special edition is published quarterly.

**For more information ring:  
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