

# Good Gardening

GROW GREAT ORGANIC FOOD

Media Release  
June 24, 2010

*From Garden to Table the way Mother Nature intended*

***Announcing Australia's freshest  
gardening magazine***

## ***Good Gardening***

***Good Gardening*** is the fresh new food gardening magazine with goodness at its heart — 100% real, organic and unashamedly earthy.

***Good Gardening*** offers the absolute best advice for productive gardening and is the only gardening magazine that goes all the way to the dining table with most of its content.

***Good Gardening*** emphasises the two subjects that have been key drivers in the garden market for the past five years:

- 1) Productive gardening.
- 2) Doing things organically — the way nature intended.

“We believe that great fresh food *IS* the satisfaction of good gardening,” commented launch Editor, **Vasili Kanidiadis**. “We just love finding new ways to bring produce to the table.”

“***Good Gardening*** is here to present a new angle and give gardeners a satisfying next step in gardening,” commented Associate Publisher, Janice Williams.

## The Team

**Good Gardening** is edited by Australia's most passionate gardener, **Vasili Kanidiadis**. Vasili is known for his work on radio, as an ambassador for **Yarra Valley Water** and **Recycled Green Organics**, plus numerous books, and the **Vasili's Garden** DVD series. **Vasili's Garden** is due to go live to air in all states on a new digital channel this spring.

Vasili is joined by Managing Editor **Kerry Boyne**, who brings years of experience as a food writer to the magazine.

"We are thrilled to be launching a magazine that offers something genuinely different and of value to the gardening community," commented Associate Publisher, Janice Williams. "**Good Gardening** is a magazine that exudes a sense of community — it offers real gardening advice from home gardeners who have been doing it successfully for years and is full of original gardening ideas that work."

## Spring Launch

**Good Gardening** launches this spring and will be backed by an extensive retail and direct marketing campaign.

**Good Gardening** is the fourth outdoor publication produced by Universal Magazines. The company publishes *Outdoor Rooms*, *Outdoor Design & Living*, *Backyard & Garden Design Ideas*, and the external works industry network *Outdoor Design Source*. The company also publishes several bookazines in the gardening area, including *WellBeing Organic Garden*.

## 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 & Garden, 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 that has been in business since 1986.

**For further information ring Cheryl Fernandes on (02) 9887 0354.**