

Trade Release  
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## **Outdoor Design Source Turns 10 & Thanks External Works Industry Associations**

The directory that transformed information management in the external works area turned 10 this week with the release of its 600 page 2008 Edition.

*"Outdoor Design Source (ODS) has become something of a 'bible' for a wide range of external works specifiers,"* commented Publishing Manager Emil Montibeler, "Property Managers, Developers, Councils, Landscape Architects, Landscape Contractors, Environmental Engineers, and pretty well everyone who specifies for external works on all kinds of projects are using ODS".

### **10 Years of External works - A Changing Industry**

"When we started ODS, specifiers operated within a highly fragmented industry and 'information management' consisted of a pile of brochures," commented Associate Publisher Janice Williams.

"Now the pile of brochures has been replaced with a slick print and online product, and we're working within an industry that has drawn together to deal with the environmental and water-management issues that have dominated the decade."

### **Environmental Management**

ODS began to research suppliers of products and services that met environmental needs in its 2<sup>nd</sup> year. "Demand for environmental products and services is huge among readers of ODS, and we will continue to hunt down new providers in this growing area," commented Publishing Manager Emil Montibeler.

### **Web Success**

In the early days of the internet, ODS publishers Universal Magazines invested heavily, and created one of the first websites in Australia that downloads to print. These days all updates to the print edition are done online first, and downloaded once a year to produce the book.

Outdoordesign.com.au now offers expanded coverage of the external works industry, and offers some of the best usage statistics in the business:

- Over 50,000 Unique Visitors per month
- Over 100,000 Page Views per month
- Over 15,000 eNews Subscribers (opt in)
- Over 30% open rate on eNews.

"Many specifiers work at computer screens, so having this resource live and searchable online has been a great initiative," commented Mr Montibeler.

## **A Thank you to the External Works Industry Associations**

Industry Associations played a key role in setting up the categories covered by *Outdoor Design Source* and the format in which information was delivered.

The now-familiar "Data Spec" is an information unit that came about after many discussions with board members of the *Australian Institute of Landscape Architects*, the *Landscape Contractors Associations* of each state (especially the LCA of NSW), the *Nursery & Gardens Industry Association*, *Australian Institute of Horticulture*, and many others.

"We'd like to take the opportunity to thank the industry associations not only for identifying the market's need for information management, but for helping us work out what specifiers really needed," said Publishing Manager Emil Montibeler.

Today the publication still has endorsements from no fewer than 23 industry associations, and is used by them as a communication tool to reach broader parts of the external works field.

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## **About Universal Magazines**

Universal Magazines is Australia's largest niche publisher, and specializes in helping marketers find targeted audiences via print and online media. Universals 40 magazine titles include leaders in Landscape, 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.