

Outdoor Design & Living 10TH ANNIVERSARY CELEBRATIONS

Expanding to Reach More Customers Who Are Planning Lifestyle Landscapes

To celebrate its 10th Anniversary, *Outdoor Design & Living* will be having a huge year in 2009 with new promotions, a new campaign marketing landscapers, and an expanded publishing strategy to help reach more customers planning lifestyle landscapes.

Finding The Right Customer At The Right Time

Outdoor Design & Living exists to help marketers of landscape products and services target homeowners who want to build lifestyle landscapes in the next 12 months.

According to Sales Manager Emil Montibeler "Regardless of what the economy, the drought, or media are doing, when the time is right for a customer to change their outdoor living space – the time is right. Tracking these people down however, is a difficult task for marketers. That's where *Outdoor Design & Living* helps".

By offering a package of information that is only useful to the prospective landscape buyer, *Outdoor Design & Living* effectively targets the right kind of customer at the right time – when they are in research mode.

The publication offers unique profiles of advertisers products and projects in context, so they are presented in the most interesting and engaging and interesting way.

"*Outdoor Design & Living* has grown for the last 10 years because it offers one of the most cost-effective and smartest targeted advertising solutions in the business," commented Associate Publisher Janice Williams "and now we're expanding in 2009."

Targeting More Customers in 2009: Expansion Of Outdoor Design & Living

Outdoor Design & Living currently publishes twice a year – once in March and once in September. These editions present the scope of landscaping in Australia today and connect consumer with advertiser by offering project profiles and product profiles. In between these issues, two special editions will be released to target emerging areas:

>>> NEW in December 08 - Outdoor Design & Living's Outdoor Rooms

Outdoor Rooms are gaining momentum as the hot new thing in home design, but consumers often struggle to work out how to get one built. This publication explains the process and provides stunning examples.

>>> NEW in June 2009 - Outdoor Design & Living's Product Guide

Increasingly it is the products that define a lifestyle landscape. This publication will connect consumers with advertisers by providing profiles on hallmark products in all areas from paving and lighting to water features and sculptural elements.

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Outdoor Design & Living

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