

Media Release
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Outdoor category going strong, including Outdoor Rooms magazine says category leader, Universal Magazines

The outdoor category is going strong says publisher, Universal Magazines, despite closure of Pacific Magazines' *The Outdoor Room with Jamie Durie*.

Universal Magazines pioneered the development of an outdoor category — as distinct from gardening — in the 1990s and has a strong suite of publications, including:

- *Outdoor Rooms* — The original Outdoor Rooms magazine, now 4 years old
- *Outdoor Design & Living* — Established 14 years ago
- *Backyard & Garden Design Ideas* — Established 10 years ago
- *Outdoor Design Source* — Established 15 years ago
- *Outdoor Publications* — An empire producing between 5 and 10 special editions per year.

"*Outdoor Rooms* magazine — the original launched by Universal Magazines in 2008 — is growing and will be complemented by a new *Outdoor Living Product Guide* in 2012," commented Associate Publisher Janice Williams.

"Outdoor rooms and lifestyle landscapes generally have been the trend of the decade," commented Publishing Manager Emil Montibeler. "Consumers increasingly want to 'cocoon' and enjoy a quality lifestyle at home. Our magazines are here to help people create the lifestyles they desire."

"Our mission as a publisher is to find audiences that are active within a market and then create a way for marketers to reach them cost-effectively," commented Associate Publisher Janice Williams. "The result is almost always a niche publishing proposition — something that tightly targets an audience that is small but active and hence buying the goods and services in our magazines. This formula has proven successful for advertisers who wish to reach active consumers as cost-effectively as possible."

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. Universal created the landscape category in Australia and has adopted a leadership position within it with the *Outdoor Design Source* print and online network, *Outdoor Design & Living* magazine, and the *Backyard & Garden Design Ideas* group of publications. The company owns the Australian Publishing Company and Universal Online Media. Universal Magazines is an independently owned private company.

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