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FREMANTLEMEDIA ENTERPRISES AND UNIVERSAL MAGAZINES ANNOUNCE *GRAND DESIGNS AUSTRALIA* MAGAZINE

Universal Magazines, Australia's leading publisher of niche market titles, and FremantleMedia Enterprises (FME) have today announced the launch of *Grand Designs Australia* magazine, an exciting new publication in the home design genre.

Following on from the highly successful TV series, *Grand Designs Australia* magazine will make its debut in April 2012.

Announcing this today, Denis Ford, Universal Magazines' Associate Publisher, said, "*Grand Designs Australia* magazine is an exciting new venture into the home design and renovation market for our company. *Grand Designs Australia* will be a glossy quarterly publication and will build on the success of the *Grand Designs Australia* television show screened on Lifestyle Channel."

The magazine will showcase the best and most imaginative Australian houses, apartments and interior design from the city, coast and country, including harbourside havens, bushland hideaways and beachside retreats.

Aimed at 35- to 54-year-olds with an interest in home design, *Grand Designs Australia* will include features, information and advice from industry experts on designing, building, renovating and decorating houses and apartments.

Interior designer and Managing Editor of Universal Magazines' Home Design magazine series, Kate St James, FDIA, will become Managing Editor of *Grand Designs Australia Magazine*. "With the growing interest in building, renovating and decorating spurred on by the plethora of reality TV shows, *Grand Designs Australia* magazine is a natural progression from the television series to the printed format," she says. "Our team of expert writers and contributors know the home design industry inside out and will bring inspiring news, information and projects to our design-savvy readers to help them in their quest to create the house of their dreams."

Universal Magazines' editorial and creative staff comprises professional designers, journalists, contributors and artists who are knowledgeable and passionate about architecture and design.

Grand Designs Australia is a FremantleMedia Australia production for the Lifestyle Channel that tells the stories of new homes and the people who are building them. The show will be brought to life later this year, with the inaugural *Grand Designs Australia Live* event held October 21–23, 2011, at Sydney Convention and Exhibition Centre.

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