

OUTdoor

DESIGN & LIVING

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Announcing the Outdoor Design and Living Zone at MIFGS

Outdoor Design & Living keeps getting better, so it's only fitting that Australia's best-selling outdoor design magazine should have a presence at Australia's premier outdoor design and horticultural event, the *Melbourne International Flower & Garden Show* (MIFGS).

Universal Magazines and the *Landscape Industries Association of Victoria* (LIAV) will be joining together to create the Outdoor Design and Living Zone at the show. The Outdoor Design and Living Zone will feature three landscape gardens sponsored by Universal Magazines and designed and constructed by LIAV members.



"The Outdoor Design & Living Zone at last year's MIFGS was a show-stopper," says Associate Publisher Janice Williams. "We are thrilled to be able to offer this level of support to the landscape industry again this year and look forward to seeing what the designers come up with."

Going strong into its 14th year, MIFGS will return with an explosion of colour and design and proudly remains the biggest annual flower and garden show in the Southern Hemisphere! Attracting more than 100,000 visitors from Australia and beyond, MIFGS is set within the unique World Heritage Listed Royal Exhibition Building and Carlton Gardens from March 24th to 28th, 2010.

National Sales & Publishing Manager, Emil Montibeler says "With the GFC and recession behind us, it's time to get back out there and get the consumers serious about landscape business. According to the HIA, more money is spent on external works in residential homes than on bathrooms! *Outdoor Design & Living* provides our serious Landscape consumers with the inspiration and project profiles needed to achieve their lifestyle landscape."

"*Outdoor Design & Living* is proud to work with LIAV at MIFGS again in order to showcase to the public what some of our best landscape contractors and suppliers can do".

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. The company owns the Australian Publishing Company and Universal Online Media. Universal Magazines is an independently owned private company.