



## Perth's Premium Publishers is shortlisted as Small Publisher of the Year in Publish Awards 2016

**Small is beautiful, so they say – and that's certainly the case for the little Perth publisher, Premium Publishers.**

Forging a successful niche custom publishing path in testing market conditions is no mean feat so to be named as a finalist in the Publish Awards 2016 in the Small Publisher category is the icing on the cake of a very busy year.

Headed up by Gabi Mills (editorial director) and Natalie du Preez (sales director), the company has added to its stable of titles in the last 12 months, bagging some high profile local clients in the process.

*“Since we launched in September 2013 with our first title, PRIMOLife, published on behalf of the Peard Real Estate Group, we've worked steadily to add to our collection of titles bucking the trend that insists print is dead,” said Gabi.*

“Last year we won the tender to produce the Margaret River Busselton Tourism Association's new publication, Your Margaret River Region magazine, and earlier this year we were thrilled to be announced as the publisher of the Southern Forests Food Council's new title, Genuinely Southern Forests, celebrating the food producers of this important area in the south west.”



The secret of Premium Publishers' success is strong relationships between clients and advertisers, and carefully curated content – something that Natalie is proud of in particular.

*“Our clients trust us to produce the highest quality publications in the west, reflecting their brand values and we work hard to offer innovative, flexible and effective content and display advertising solutions for their campaigns,” she said.*

The company recognised early the importance of using social media as an additional publishing tool and uses a trusted team of freelancers to produce the majority of their original content.

The rest of the year shows no sign of slowing up for the Subiaco-based company. In September, their first coffee table book – Artists of the Margaret River Region – will be launched in Margaret River, showcasing the work of more than 70 local artists and galleries.

“We’re looking forward to attending the Publish Awards ceremony in September with our publishing colleagues from around Australia,” said Gabi.

“And of course hopefully bringing home the trophy for our mantelpiece.”





Premium Publishers is a boutique custom publishing house based in Perth.

Clients include the Peard Real Estate Group (WA's leading real estate agency), the Margaret River Busselton Tourism Association, the Southern Forest Food Council, BMW Auto Classic, UWA's School of Social Science, City of Perth.

PRIMOLife magazine is WA's leading lifestyle, entertainment and property publication distributed throughout the state.

Your Margaret River Region magazine is published quarterly, distributed widely and features the stories and images of one of the most important tourism destinations in Australia.

Genuinely Southern Forests is a new publication which will be published in October, showcasing the food producers of the Southern Forests region



HIGH RES IMAGES AND INTERVIEWS ARE AVAILABLE ON REQUEST.  
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