



## **NEW MAGAZINE FOR THE SOUTHERN FORESTS FOOD COUNCIL A BIG WIN FOR WA CUSTOM PUBLISHING HOUSE, PREMIUM PUBLISHERS.**

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The provisionally titled 'Genuinely Southern Forests' magazine will be produced to inform and share the genuinely great stories that will connect consumers and visitors to the fresh local produce found in this beautiful part of the world. The Southern Forests is WA's premium food producing region and home to crowd-pleasing events such as the Truffle Kerfuffle and the Manjimup Cherry Harmony Festival.

Publishing 15,000 copies per issue the magazine will showcase the region's extraordinary produce and producers. Building on the Genuinely Southern Forests brand which was launched in 2013, the magazine represents a new direction for the member-driven organisation in its campaign to drive awareness and interest for the region and produce.

"The Southern Forests Food Council is truly excited to be partnering with Premium Publishers to develop our very own dedicated Genuinely Southern Forests magazine," said Jayme Hatcher, General Manager, Southern Forests Food Council.

"The magazine aims to tell our stories in our own way, connecting readers with our genuine people, place and produce."

The new title joins Premium Publishers' growing stable of regional titles which includes the Your Margaret River Region magazine published on behalf of the Margaret River Busselton Tourism Association; PRIMOLife magazine, published on behalf of the number one real estate group in WA, Peard Real Estate Group, and MQ magazine, published on behalf of BMW Auto Classic.

"We couldn't be more thrilled to have the opportunity to work with the SFFC team on this new magazine," said Premium Publishers' editorial director, Gabi Mills.

"We can't wait to meet and write about the amazing farmers and growers of so much glorious produce – and to translate those stories into engaging magazine pages to share with a brand new readership, just waiting to discover this area."

"Premium Publishers team have been so supportive of the concept and the trial edition of the magazine," said Ms Hatcher.

"The Southern Forests Food Council see this as a new way to engage with consumers and visitors, allowing us to connect the produce they are buying with the region and the people who grow it. In addition we see this as great marketing tool for our interstate and international markets, a keep sake for visitors to the region."

The magazine is seen as an effective way for the Southern Forests Food Council's 350 plus members to directly reach consumers and visitors via engaging content and 'behind the scenes' features.

"This is a very exciting opportunity for the Southern Forests Food Council and our members, with the first edition planned to be launched in October 2016, the magazine will celebrate the seasonal produce, our producers, events, chefs and our stunning landscape."

Members will be invited to advertise in the magazine with an initial print run of 15,000, with the aim of the title becoming a regular seasonal magazine.

"We encourage members to get involved as it is a great promotional and marketing tool for their businesses, and also for the region," said Ms Hatcher.

***For images or further information please contact Gabi Mills, Premium Publishers on 08 9273 8933 or email [gabi@premiumpublishers.com.au](mailto:gabi@premiumpublishers.com.au)***

***To find out more about advertising opportunities, please contact Natalie du Preez on 08 9273 8933 or email [Natalie@premiumpublishers.com.au](mailto:Natalie@premiumpublishers.com.au)***

