

Press release

May 21, 2020

Australian Geographic announces exciting new partnership with QBD Books

Australian Geographic Holdings Pty Ltd and QBD Books will roll out an exciting new retail partnership, with phase one, integration of the online store commencing in June 2020.

By mid-August QBD Books stores nationwide will include a dedicated Australian Geographic shop, featuring the very best from the iconic Australian brand, including a range of its books, educational toys and branded products.

The shop-within-a-shop arrangement and branded kiosks at key locations will provide Australian Geographic customers with a great in-store experience, and an exciting new offering to the QBD customer base.

Australian Geographic Managing Director Jo Runciman stated that the partnership will enable Australian Geographic to significantly expand its retail and online operations. The brand via its bi-monthly Magazine, the Australian Geographic Journal and its digital platforms celebrate and capture the essence and spirit of Australia through beautifully presented stories and photography. The company's retail arm offers a wealth of Australian Geographic products, from high quality books, calendars and diaries to engaging children's educational gifts, telescopes and much more.

"Our joining with QBD is to be celebrated, our products and its great distribution are a perfect fit" Runciman says. "Australian Geographic has proudly produced the nation's foremost geographical magazine for more than 30 years and we're delighted to be returning to bricks-and-mortar stores around the country and we look forward to welcoming back our loyal customers and meeting new ones."

QBD CEO Nick Croydon stated that he and the QBD team were very excited about this partnership and look forward to introducing both existing and new QBD customers to this iconic brand.

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About Australian Geographic

Australian Geographic was founded in 1986 by Dick Smith, and includes the biannual Australian Geographic magazine as well as the not-for-profit Australian Geographic Society, which supports Australian adventurers, conservation, scientific and environmental research, and community projects across the nation.

www.australiangeographic.com.au

About QBD Books

Founded in the late 1800's, QBD Books is Australia's largest Australian owned and operated book retailer with 77 stores located in major shopping centres Australia wide, as well as an online store which offers a secure shopping experience and a click and collect service.

Along with QBD stores extensive range of books, QBD Books offers an exceptionally high level of specialist customer service from highly experienced and knowledgeable booksellers.

www.qbd.com.au
