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## MEDIA RELEASE

### **OE MAG appoints Expedition Cruise Specialists as exclusive partner**

OE MAG, Australia's premier adventure publication, has joined forces with leading expedition cruise agency Expedition Cruise Specialists.

The magazine, formerly known as Outer Edge, has appointed Expedition Cruise Specialists ([www.expeditioncruisespecialists.com](http://www.expeditioncruisespecialists.com)) to exclusively market worldwide cruises to the OE MAG readership through their magazine and apps.

OE MAG is an Australian-owned adventure and adrenaline based lifestyle magazine.

It specialises in two-way interaction with its readers. The magazine takes its readers on each adventure with them, challenging them to be part of the inspiration of discovery.

The 50,000 plus readers are urged to take a mighty leap out of their comfort zone and appreciate the extreme adventures of the world.

This is a perfect fit with Australian-owned Expedition Cruise Specialists which has a team of adventure experts who hand pick their amazing cruises.

OE MAG is the creation of well-known adventurer Charles Werb, who is the managing director of OE MAG publishers, Adventure Publishing Pty Ltd.

Charles is a publisher, adventurer and expedition founder and has undertaken some amazing adventures.

In 2016, Charles travelled to Antarctica to realise a dream – taking with him eight years of hard work to be the first person to snow sail across the continent.

Following the success of this journey, Charles has taken it upon himself to continue with his expeditions, including a Stand Up Paddling adventure Florida Island in the Solomon Islands and the World Ice and Snow Sailing Championships in Tolyatta, Russia, this year.

He is passionate, not only about adventure, but also the future of OE MAG and its alignment with Expedition Cruise Specialists and the chance for his readers to undertake some of the world's best adventure cruises.

Expedition Cruise Specialists general manager Andrew Castles was equally excited about the unique opportunity being offered to OE MAG followers.

“They now have direct and unique access to the world’s great expedition cruise adventures,” he said

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