

# News

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## Leading Australian Jansan Pub Sold

**June 4, 2010** — Inclean Australia, published by Hardcastle Media and the only jansan-focused publication in Australia, has been sold to Australia-based Intermedia Group, owner of the Ausclean exhibition.

Inclean Australia has been published for more than 17 years by Alan Hardcastle and his wife and business partner, Angela Hardcastle.

The magazine's new publisher is Simon Cooper. Hardcastle will continue on as the publications editor.

Inclean Australia has a distribution of 8000 copies per issue in Australia and New Zealand. Its Web site is the most visited jansan online portal in this part of the world.

"My wife and I have been honored to be a part of the professional cleaning industry," says Hardcastle. "The industry has grown dramatically in the past two decades and is now one of the most vibrant market sectors in Australia."

Hardcastle says that Intermedia Group will help deliver more value to Inclean readers and its advertisers. "I have been very impressed with them," he says. "They are genuinely interested in the professional cleaning industry and [I believe] will take the publication to the next level."

Intermedia Group has also acquired Ausclean, the leading trade show in Australia. The next Ausclean trade show is scheduled for September 27-28, 2010, in Sydney.

"We are very excited about acquiring Inclean and further developing its marketplace presence," says Cooper. "There are few industries as dynamic as the professional cleaning industry, especially now because it plays such a critical role in protecting public health."

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Alan and Angela add that they would like to thank the industry, its readers, and advertisers for their many years of support of the publication. “At all times, we strove to present the cleaning industry in the highest professional light, reflecting the high regard we have for it and its members.”

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**NEW** Keynote by former British Prime Minister [Tony Blair](#).

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