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THE 7TH ANNUAL
MAGAZINE AWARDS
2002

MPA
Magazine Publishers Association New
Zealand

this publication is proudly sponsored by

The logo for Rodney Times, featuring the word "Rodney" in a blue sans-serif font above the word "Times" in a large, black, serif font. A small graphic of a rainbow is positioned above the letter 'o' in "Rodney".

The logo for Digital River, featuring a stylized, black, calligraphic symbol above the words "DIGITAL RIVER" in a black, all-caps, sans-serif font.



judges

Hugh Stringleman:
Chairman of the panel.

Hugh a former President of the MPA, remains closely associated with the magazine industry via his writings for NBR, Country-Wide, Main Report and overseas publications. He continues to bring a guiding hand to the intense deliberations involved the judging of these awards.

Jo Brosnahan

CEO of the Auckland Regional Council, Jo has had extensive involvement in New Zealand business issues and remains deeply involved with the New Zealand Institute of Management.

Janet Wilson

Janet has had an extensive career in radio and television, both in Australia and New Zealand. She has been extensively involved in magazine style current affairs and in-depth current affairs programmes from reporting to directing. Her Portfolio Career is currently divided between TV – print journalism – media training and public relations.

Jim Tucker

Jim is the Head of Journalism at the Western Institute of Technology at Taranaki. A former news editor of NZ Woman's Weekly and editor of the Auckland Star and Sunday Star he holds a masters degree in media ethics. Jim has been instrumental in the introduction of numerous journalism modules within the AIT's Communications Studies area.

Barb Rogers

A journalist with her first story published at the age of 15. Barb has been a news reporter for the NZ Herald, a journalism tutor at AUT, a feature writer over the years for many magazines and the editor of the Viva lifestyle section of the Herald.

Heather Albrecht

Heather has over 5 years experience in Internet marketing plus 15 in direct and database marketing. A member of the Futures Foundation in Australia as well as the Australian Federation of Advertising. Heather writes for eMarketing and lectures at the University of Technology Sydney. A judge of numerous Internet Awards, Heather was the judge of the MPA Website Awards. Heather is a founding partner of 'One' the brand development group based in Sydney.

Mike O'Sullivan

Creative Director of the Award winning Agency Colenso. Mike's involvement in quality design concepts is well known throughout the publishing and wider media and he continues to be involved with enthusiasm in pushing the boundaries for magazine advertising possibilities.

Maria Ward

Maria is part of the creative design team at Colenso. Maria has been involved with various design mediums; corporate, packaging, email marketing and web design. Maria is a graduate from the AUT design school and is a member of the AUT's Advisory Board for the Bachelor of Arts Design.

Also involved in the Judging were the following MPA Executive members; Bob Pinchin, Julie Dalzell and Nevil Gibson. These Executive members, whose companies were not involved in the Sales Executive Awards, judged this section.

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The Magazine Publishers Association takes this opportunity to extend to the judges our sincere appreciation for their commitment of time and skill to ensure that these awards once again recognized excellence in the New Zealand magazine industry. 190 entries was a record. The industry can take heart from the depth of talent that exists within.

The MPA extends a debt of gratitude to all entrants and their company's for the support they continue to

give their own awards. As the judges commented – 'for the company to put you forward in this line up is in itself a great compliment'

The Magazine Publishers Association congratulates all the winners on their outstanding achievement.

John McClintock
Executive Director.

MPA
Magazine Publishers Association
New Zealand

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journalist / writer of the year



Consumer

Entries 17

Finalists 5

Winner Matt Philp
Magazine Metro
Publisher ACP MEDIA

An anchor for the magazine. Fluent writing with high fact count. A variety of excellent stories.

Criteria

The judges looked for the journalist or writer who displayed outstanding qualities of journalism and whose presence within the publication made a positive contribution to its success.



Highly Commended

Prue Dashfield
Magazine NZ House & Garden
Publisher INL Magazines

Gilbert Wong
Magazine Metro
Publisher ACP MEDIA



Business

Entries 7
Finalists 3

A leading journalist in a very competitive area.

Winner Rebecca Macfie
Magazine Unlimited
Publisher Unlimited – IDG Communications



Special Interest

Highly Commended

Joanna Wane
Magazine Little Treasures
Publisher ACP MEDIA



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The Magazine Publishers Association thank these companies for their partnership.



designer of the year

Criteria

- To recognize the best within each category against the following points:
 - Innovative concepts.
 - Blend of design within the context of the publication.
 - Compliance with budget requirements.
 - Contribution through design to the growth strategy, the mission and overall editorial presentation of the publication.
 - Evidence of individual flair and design skills.



Consumer

Entries 16
Finalists 4

Winner Monique Facon
Magazine NZ NetGuide
Publisher New Zealand NetGuide



An astute designer who knows exactly how to present a publication in the marketplace and make it successful.

Highly Commended

Adrian Clapperton
Magazine URBIS
Publisher AGM Publishing



Business

Entries 8
Finalists 4

Winner Amanda Traves
Magazine Unlimited
Publisher Unlimited – IDG Communications

This designer shows an open attitude to business principals as well as design philosophies.



Highly Commended

Adrian Clapperton
Magazine architecture New Zealand
Publisher AGM Publishing



Special Interest

Entries 3

Highly Commended

Bronwyn MacKenzie
Magazine About Kids
Publisher ACP MEDIA



launch / re-launch of the year



Business / Special Interest

Winner Weekend Gardener
Publisher WG Publications

Excellent success as identified by independent audits in readership and circulation.

Highly Commended

Magazine Espy
Publisher Espy Network



Consumer

Highly Commended

Magazine onHoliday
Publisher INL Magazines



Criteria

- To recognize the best launch or re-launch of a publication within the 18 months up to September 1st 2002 judged against the following:
 - Strategic planning
 - Marketing strategies
 - Promotional initiatives
 - Evidence of a successfuresult essential.
 - The Judges awarded in Consumer and Special Interest categories.

Entries 8

cover of the year

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Consumer

Entries 21
Finalists 4

Winner Metro
Publisher ACP MEDIA

A cover that appealed across every aspect of the criteria and had that "come look inside – have I got a story to tell you".

Criteria

Judged primarily on the effectiveness of the cover. Creativity and Design, relative to target market, also taken into account. Entries were required to provide details on the marketing strategy behind the cover selection in relation to the market segment it was intended for.



Highly Commended

Cuisine
Publisher Cuisine Publications



Special Interest

Entries 5

Winner NZ outside
Publisher New Zealand Outside

Crisp – clean – ingenious. Moved away from what one could expect, to create that special interest factor.



Business

Entries 13
Finalists 4

Winner architecture New Zealand
Publisher AGM Publishing

Well crafted – simple with sophistication. Typography has not cluttered the presentation.

magazine of the year



Criteria

To recognize magazine publishing excellence through;
 Advertising performance and market share.
 Consistent all-round excellence.
 Commercial success and imaginative content.
 Overall design and presentation of the magazine.
 Editorial content in relation to the stated editorial policy and/or brand positioning.
 Circulation and readership performance relative to the market.

Consumer

Entries 21
Finalists 5

Winner NZ NetGuide
Publisher New Zealand NetGuide

A story led magazine which is not satisfied with mundane writing and simple explanations about its topics.



Special Interest

Entries 7 **Finalists** 3

Winner Fish and Game
Publisher INL Magazines

A strong magazine for its editorial values and story selection. A very successful publication on all accounts.



Business

Entries 13
Finalists 4

Winner Unlimited
Publisher IDG Communications

Totally professional.



Criteria

To recognise excellence in the use of electronic media to enhance the publication's objectives.

The fact that each winner's editorial content is inextricably linked to the Internet means they understand the web and have used it for what it is really good at: interaction, research and community.

website of the year



Entries 9

Business / Special Interest

Winner MIS Magazine site
www.misweb.com
Publisher Fairfax Business Media

Consumer

Winner NZ NetGuide site
www.netguide.co.nz
Publisher New Zealand NetGuide

Highly Commended

Cuisine Magazine site
www.cuisine.co.nz





editor of the year

Consumer

Entries 15

Finalist 5



Winner Nigel Horrocks
Magazine NZ NetGuide
Publisher New Zealand NetGuide

...an individual who has formed what can only be termed a unique relationship with the magazine readers. The reader feels part of the editor's publication....

Highly Commended

Kirsty Robertson
Magazine URBIS
Publisher AGM Publishing

An editor who has identified with the niche market the magazine is targeted at but continues to expand the editorial qualities to a wider circulation and readership.

Criteria

To recognize excellence in editorial management and achievement through;
Individual enterprise and performance in achieving outstanding success for the publication.
Compliance with budget requirements.
Contribution to growth strategies of the publication.
Rapport with the readers within the market segment.
Relationship within the magazine team at the publishers.
Readership and circulation information of the publication.



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Business

Entries 6

Finalists 3



Winner Nikki Mandow
Magazine Unlimited
Publisher Unlimited – IDG Communications

...great stories, excellent direction and editorial management with excellent results.

Highly Commended

Chris Keall
Magazine PC World
Publisher IDG Communications



Special Interest

Entries 4

Winner Bob South
Magazine Fish and game
Publisher INL Magazines

...a passion for his subjects which shows through in production values and writing.



publisher / publishing executive of the year



Criteria
 Judged against supporting statements of vision, innovation, achievements in the declared objectives of the company, and any other areas of strategic management success.
Entries 5

Publisher / Proprietor

Winner John Francis
Magazine Tearaway
Publisher Tearaway Press



Tenacious - Supportive - A Leader - a publisher with a clear and enduring philosophy that is reflected in a very successful publication.



High Achiever Award

Vincent Herring
Magazine Unlimited
Publisher Unlimited-IDG Communications

His vision for Unlimited matches the publication's title..

Publishing Executive

Winner Sandy Kilgour
Publisher INL Magazines



Excelled in the required innovative aspects of a very wide portfolio of responsibility and accountability.



Criteria
 To recognize excellence in magazine advertising sales. With specific emphasis on value of page yield in dollar terms verses simply reaching budgets.
Entries 8

sales executive of the year



Individual Winner Donna Roycroft
Publisher ACP MEDIA

Overall an outstanding contributor to the company and to clients.

Team Winner Julian Andrews and Vanessa Mowlam
Publisher AGM Publishing

Clearly demonstrated, from certified figures supplied, that revenue and client growth also produced bottom line profitability.



Criteria
 To recognize the best promotion aimed at increasing news-stand or subscription sales. Supporting statements detailing the promotion's concept and execution, along with evidence of a successful result were required. Only the consumer and Special Interest categories were considered for Awards.
Entries 6

circulation / promotion of the year



Business / Special Interest

Winner About Kids
Publisher ACP MEDIA

Incredible results from a very targeted promotion.

Consumer

Winner Next Magazine
Publisher ACP MEDIA

An innovative and professional promotion that involved many beyond the magazines usual readership group. It provided success for the publication and the sponsored group.

