



JUDGES

Jim Tucker: Chairman of the panel.

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.

Hugh Stringleman:

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.

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. An avid magazine 'junkie' Janet has for the second year as judge brought her wide ranging talents to the team.

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, editor of the Viva lifestyle section of the Herald and continues to as a writer for Canvas 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.

Rebecca Carrasco

A Creative at Colenso BBDO, she graduated from the Australasian Writers and Art Directors School as the overall winner and also Graduated from the University of Technology Sydney, with First Class Honors in Visual Communication Design. She received an Australia Day Award for study in Visual Communications, was invited to showcase work - as a young creative - on the D&AD website and has also been awarded at YoungGuns International Advertising and Design Awards and the Australasian Writers and Art Directors Awards.

Natalie Knight

Natalie Knight is a senior creative at Colenso BBDO. During her past ten years in advertising she has worked with many of the industries best photographers, film directors, designers and typographers. She has picked up many local and international advertising and design awards, including, the ACP Leaf Award, Grande Orca, 17 NZ Advertising Axis Awards, Gold One Show (New York) , Gold and Silver Young Guns Advertising and Design Awards and 5 Australasian Writers and Art Directors Awards.

John Minty.

John is well known to the publishing industry, as a former owner of Minty's Media. He had an extensive involvement with the MPA Executive over many years and was also the President of the MPA. As an astute business proprietor and with his owner/publisher background John's contribution to our panel was in the Sales Awards.

JOHN McCLINTOCK

EXECUTIVE DIRECTOR

The MPA congratulates all entrants and their company's for the effort they went to in support of their own awards. The judges commented –'once again we have identified an ever growing talent of people within this industry. It is regrettable that we just cannot recognize everyone, reaching a finalist position in the 2004 Awards is something very special'.

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.

The Chairman and Board of the Magazine Publishers Association congratulate all the winners on their outstanding achievement.



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BEST MAGAZINE OF CATEGORY AWARD (4 categories – 4 awards)

Judges looked for consistent all-round excellence. Account to be taken of editorial – specifically in relation to the stated editorial policy, positioning of the title, advertising content, overall presentation and achievement within the market in which the publication operates.



General Interest (4 entries)

WINNER **Metro**

PUBLISHER **ACP Media**

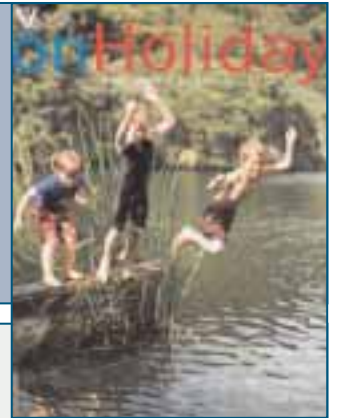
“a clear winner – style – pizzazz”

Lifestyle (7 entries, 3 finalists)

WINNER **On Holiday**

PUBLISHER **Fairfax Magazines**

“a magazine that immerses you in their style”



Special Interest (13 entries, 3 finalists)

WINNER **Player**

PUBLISHER **Max Magazines**

“classy and diverting – excellent design, top writers”

Business (7 entries)

WINNER **Unlimited**

PUBLISHER **IDG Communications**

“continues as a strong contributor to business journalism”



2004 Magazine of the Year

Metro

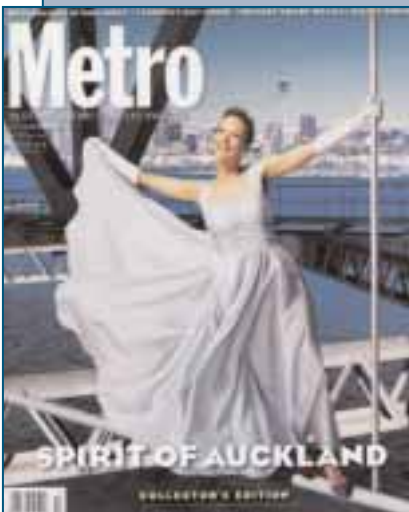
PUBLISHER **ACP Media**



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The winner of this award is lush to look at. It excites the reader and changes the way we think, as well as setting some agendas. It offers a taste that does not disappoint.

2004
MAGAZINE
OF THE **YEAR**
SUPREME WINNER





EDITOR OF THE YEAR CATEGORY AWARD (4 categories – 4 awards)

Judges looked at 4 key criteria:

- Literacy – appropriate language – subedited strength – story lengths – strength of writing and accuracy.
- Philosophy – Does editorial tone, voice, vision and philosophy show through. Are these recognizable as a plan or vision set by strong editing.
- Selection – strength of story selection.
- Emphasis – choices made in terms of story placing, decisions on length and emphasis and display.



General Interest (3 entries)

WINNER **Nicola Legat**

MAGAZINE **Metro** PUBLISHER **ACP Media**

“rejuvenated the title and taken it to a new level”

Lifestyle (5 entries, 3 finalists)

WINNER **Claire McCall**

MAGAZINE **Home & Entertaining/Your House & Garden** PUBLISHER **ACP Media**

“arresting, well-edited writing, excellent information provider”



Special Interest (13 entries, 4 finalists)

WINNER **Chris Baldock**

MAGAZINE **Player/The Cut** PUBLISHER **Max Magazines**

“stood out because of skills in all facets of editorship”



Business (5 entries, 2 finalists)

WINNER **Rebecca Macfie**

MAGAZINE **Unlimited** PUBLISHER **IDG Communications**

“shows sound analysis and a lot of personality”



2004 Editor of the Year

WINNER **Nicola Legat**

MAGAZINE **Metro**

PUBLISHER **ACP Media**

**2004
EDITOR
OF THE
YEAR
SUPREME WINNER**



DESIGNER OF THE YEAR AWARD

(4 categories – 4 awards)

Judges looked for the designer that best fulfilled the magazines objectives in a manner which connected with the magazines target audience and enhanced the magazines overall presentation.



General Interest (5 entries, 2 finalists)

WINNER **Jenny Nicholls**

MAGAZINE **Metro** PUBLISHER **ACP Media**

"has kept pace with demands of change, editors requirements and market requirements"

Lifestyle (7 entries, 3 finalists)

HIGHLY COMMENDED
Adrian Clapperton
MAGAZINE
Urbis - AGM Publishing

WINNER **Christian Nicolson**

MAGAZINE **Pulp Magazine** PUBLISHER **Pulp Magazine**

"achieves a design status that the target market has set extremely high, a worthy winner"



Special Interest (9 entries, 3 finalists)



WINNER **Adrian Clapperton**

MAGAZINE **ProDesign** PUBLISHER **AGM Publishing**

"this designer continues to lift the level of magazine design to new heights"

Business (5 entries)

HIGHLY COMMENDED **Amanda Traves**
MAGAZINE **Unlimited** PUBLISHER **IDG Communications**
"designers skills contribute strongly to the titles continued success"



LAUNCH/RE-LAUNCH OF THE YEAR AWARD (10 entries one award over all categories)

The judges marked against: Strategic planning; Marketing strategies; Promotional initiatives; Evidence of a successful result.



WINNER
NZ Trucking
PUBLISHER
Fairfax Magazines



HIGHLY COMMENDED
Grocer's Review
PUBLISHER
G R Publishing





MAGAZINE COVER OF THE YEAR AWARD (4 categories – 4 awards)

This category was judged primarily on the effectiveness of the cover. Creativity and Design, relative to the target market, was also be taken into account.



General Interest (5 entries, 2 finalists)

WINNER **Metro March Issue 2003**

PUBLISHER **ACP Media**

“photography and use of compelling typography worked to produce a creative cover”

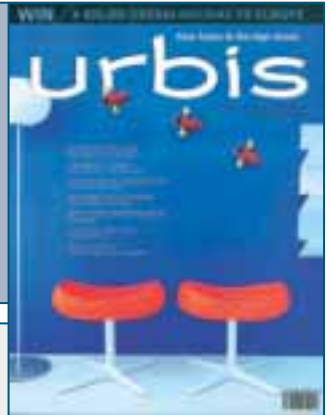
HIGHLY COMMENDED
Pulp Beanik cover
PUBLISHER
Pulp Publishing

Lifestyle (6 entries, 3 finalists)

WINNER **Urbis Summer 2003**

PUBLISHER **AGM Publishing**

“all the elements on the cover are treated with design in mind – daring and innovative”



HIGHLY COMMENDED
ProDesign - AGM
HIGHLY COMMENDED
Tearaway
Tearaway Press



Special Interest (14 entries, 5 finalists)

WINNER **Architecture**

PUBLISHER **AGM Publishing**

“the subject of architecture distilled down to a simple image to capture your imagination”

Business (7 entries, 2 finalists)

HIGHLY COMMENDED **NZ Retail**

PUBLISHER **AGM Publishing**

“quirky, uncluttered – captured the theme of the featured article”



CIRCULATION/PROMOTION OF THE YEAR AWARD

(9 entries, 3 finalists, one award over all categories)

To recognize the best promotion aimed at increasing news-stand or subscription sales. The judges required proof of these increases. This proof has to be substantiated by a source external to the publishing company.

WINNER **New Zealand Woman's Weekly**

PUBLISHER **NZ Magazines**

Extremely well executed campaign that provided outstanding returns.



JOURNALIST / WRITER OF THE YEAR AWARD (4 categories – 3 awards)

The Judges in looking for an individual who displayed outstanding qualities of journalism and demonstrates outstanding excellence for the nominating magazine focused on these specific criteria.

Research: Gathering/Interviewing: Organisation: Writing: Mechanics: Audience Impact:



General Interest (16 entries, 4 finalists)

WINNER **Frances Walsh – Metro – ACP Media**

“crisp, elegant informative style”

HIGHLY COMMENDED

**Hannah Sperber
ACP Media**

Lifestyle (5 entries, 2 finalists)

WINNER **Yvonne van Dongen – On Holiday – Fairfax Magazines**

“takes risks that pay off – a very high standard of writing”



Business (6 entries, 2 finalists)

WINNER **Fiona Rotherham – Unlimited – IDG Communications**

“journalist who continues to ensure that writing standards remain high”



WEBSITE OF THE YEAR AWARD (Two categories – Two winners)

This award is for a local site – judged in the context of how it helps extend the audience of the magazine's published content – online, rather than to act as a promotional site for advertising or subscriptions.



General Interest/Lifestyle (6 entries)

WINNER **Cuisine**
PUBLISHER **Fairfax Magazines**

“extended the audience of the magazine in all aspects of criteria”



WINNER **PC World**
PUBLISHER **IDG Communications**

“identified target market opportunities well and in a manner consistent with the magazine”



Business/Special Interest (4 entries)

SALES PERSON / TEAM OF THE YEAR AWARD (7 entries one award over all categories)

The judges recognized excellence in magazine advertising sales. There was a requirement to supply accurate yields for pages against these achievements. The judges sought to clarify that not only was the sales target reached but it was not done so at the expense of sales returns per page.

Sales Person/Team of the Year

WINNER **Vanessa Mowlem**
PUBLISHER **AGM Publishing**

“demonstrated the most impressive sales gains and kept the page yield in positive territory”

