



**Media Release EMBARGOED UNTIL 11.00 PM THURSDAY 24 JUNE**

## **Winners Announced**

The Magazine Awards 2010 were held Thursday 24 June at the Rendezvous Hotel in Auckland, attended by 350 guests from the publishing and media industries in New Zealand and Australia. Guests were kept entertained by MC Raybon Kan, singer Athony Utama and band Super Highway until midnight.

There were a record number of entrants this year, resulting in 51 winners across 11 Awards (each with various categories) and 17 Highly Commended awards. 2 Supreme Awards and a Lifetime Achievement Award were also awarded. Results are as outlined below.

For more information on the Magazine Awards, please contact John McClintock, Executive Director of the Magazine Publishers Association MPA on 021 778 784 or [mcclintock@mpa.org.nz](mailto:mcclintock@mpa.org.nz)

For information on specific Titles and Winners, please contact the publishers direct.

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### **Supreme Magazine of the Year**

**– Healthy Food Guide, *published by Healthy Life Media***

Judges said: “This is an involving magazine; simple and effective with strong results. It knows what it is here to do and does it very successfully, especially when the un-healthy option is often the cheaper one. Healthy Food Guide keeps growing and growing, reflecting the terrific achievements of the publication and its team”.

### **Supreme Editor of the Year**

**– Kate Coughlan, NZ House & Garden, *published by Fairfax Magazines***

Judges said: “Kate’s clearly articulated vision and mission has produced an outstandingly focussed magazine. She shows meticulous copy selection and treatment, knows her topic and understands her readers’ interests, needs and passions. Kate’s strategy is spot on”.

## Lifetime Achievement Award – Paula Ryan

This award is only given at the discretion of the [MPA Board](#) to recognise an outstanding contribution to the magazine publishing industry over a period of time. Previous recipients are Robin Beckett, Warwick Rodger, Reg Birchfield, Jean Wishart and Lindsey Dawson

Paula Ryan started out as a graphic designer and a model, and went on to co-found *Fashion Quarterly*. She was also the sole founder of *Simply You*. Both publishing companies she sold: *Fashion Quarterly* in 1990 to ACP and more recently the *Simply You* stable of two publications to A.P.N.

Apart from being a recognized entrepreneur in publishing, she is regarded as one of the most authoritative voices on fashion and image in the country. In 2009 - in recognition for her services to fashion - she became a Member of The New Zealand Order of Merit in the Queen's Birthday Honours.

## Judging Results

### BEST USE OF PHOTOGRAPHY

#### Winner

Feature: 'West of Eden', New Zealand Geographic, Kowhai Publishing

### BEST USE OF PHOTOGRAPHY

#### Highly Commended

Feature: 'Indian Summer', Cuisine, Fairfax Magazines

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### BEST PRINT & DIGITAL INTEGRATION

#### Winner - Consumer category

OHbaby!, OHbaby! Ltd

### BEST PRINT & DIGITAL INTEGRATION

#### Highly Commended - Consumer category

NZV8, Parkside Media

### BEST PRINT & DIGITAL INTEGRATION

#### Winner - Business category

Idealog, HB Media

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### ADVERTISING SALES PERSON OF THE YEAR

#### Winner

Dianne Turgis, Beauty NZ, Adrenalin Publishing

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### BEST COVER DESIGN

#### Winner - Sport & Leisure category

NZ Ski & Snow, Pacific Media

### BEST COVER DESIGN

#### Winner - General Interest & Entertainment category

New Zealand Geographic, Kowhai Publishing

### BEST COVER DESIGN

#### Winner - Family, Health & Wellbeing category

Good, HB Media

**BEST COVER DESIGN**

**Winner - Home, Food & Garden category**

Cuisine, Fairfax Magazines

**BEST COVER DESIGN**

**Winner - Women's Interest category**

NZ Woman's Weekly, NZ Magazines

**BEST COVER DESIGN**

**Highly Commended - Women's Interest category**

New Idea, Pacific Magazines

**BEST COVER DESIGN**

**Winner - Youth & Pop Culture category**

Real Groove, Tangible Media

**BEST COVER DESIGN**

**Winner - Business category**

Idealog, HB Media

**BEST COVER DESIGN**

**Winner - Trade Professional category**

NZ Marketing Magazine, HB Media

**BEST COVER DESIGN**

**Highly Commended - Trade Professional category**

Threaded, Threaded Media

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**BEST LAUNCH / RE-LAUNCH**

**Winner**

The Cut, Fairfax Magazines

**BEST LAUNCH / RE-LAUNCH**

**Highly Commended**

New Zealand Geographic, Kowhai Publishing

**BEST LAUNCH / RE-LAUNCH**

**Highly Commended**

NZ Marketing Magazine, HB Media

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**BEST MARKETING CAMPAIGN**

**Winner**

Subscriptions Retention campaign, Fairfax Magazines

**BEST MARKETING CAMPAIGN**

**Highly Commended**

Cuisine Restaurant of the Year, Fairfax Magazines

**BEST MARKETING CAMPAIGN**

**Highly Commended**

NZ House & Garden House Tours, Fairfax Magazines

**COLUMNIST OF THE YEAR**

**Winner - Consumer category**

Rod Oram, writing in Good, HB Media

**COLUMNIST OF THE YEAR**

**Winner - Business category**

Donal Curtin, Unlimited, Fairfax Media Business Group

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**JOURNALIST OF THE YEAR**

**Winner - Family Health & Wellbeing category**

Annabel McAleer, writing in Good, HB Media

**JOURNALIST OF THE YEAR**

**Winner - Home, Food & Garden category**

David Burton, Cuisine, Fairfax Magazines

**JOURNALIST OF THE YEAR**

**Winner - Women's Interest category**

Sharon Course, NZ Woman's Weekly, NZ Magazines

**JOURNALIST OF THE YEAR**

**Winner - Current Affairs category**

Peter Malcouronne, independent journalist, writing in Good, and North & South

**JOURNALIST OF THE YEAR**

**Highly Commended - Current Affairs category**

Rebecca Macfie, NZ Listener, NZ Magazines

**JOURNALIST OF THE YEAR**

**Highly Commended - Current Affairs category**

David Lomas, NZ Listener, NZ Magazines

**JOURNALIST OF THE YEAR**

**Winner - Business category**

Lesley Springall, Unlimited, Fairfax Media Business Group

**JOURNALIST OF THE YEAR**

**Winner - Trade Professional category**

Aaron Smale, independent journalist writing in Young Country

**JOURNALIST OF THE YEAR**

**Winner - Custom & Membership Publishing category**

Dita De Boni, 'Co. magazine', Tangible Media

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**DESIGNER OF THE YEAR**

**Winner - Sport & Leisure category**

Des Frith, The Cut / NZ Autocar, Fairfax Magazines

**DESIGNER OF THE YEAR**

**Winner - General Interest & Entertainment category**

Yolanta Woldendorp, NZ Life & Leisure, Fairfax Magazines

**DESIGNER OF THE YEAR**

**Winner - Family, Health & Wellbeing category**

Adrian Clapperton, Good, HB Media

**DESIGNER OF THE YEAR**

**Highly commended - Home, Food & Garden category**

André Kini, Urbis, AGM Publishing

**DESIGNER OF THE YEAR**

**Winner - Home, Food & Garden category**

Jennie Parker, Healthy Food Guide, Healthy Life Media

**DESIGNER OF THE YEAR**

**Winner - Women's Interest category**

Julie Koberstein, NZ Woman's Weekly, NZ Magazines

**DESIGNER OF THE YEAR**

**Winner - Youth & Pop Culture category**

Jessica Van Dammen, The Groove Guide, Tangible Media

**DESIGNER OF THE YEAR**

**Winner - Business category**

Adrian Clapperton, Idealog, HB Media

**DESIGNER OF THE YEAR**

**Winner - Trade Professional category**

Adrian Clapperton, NZ Marketing Magazine, HB Media

**DESIGNER OF THE YEAR**

**Highly Commended - Trade Professional category**

Kyra Bradcock, Threaded magazine, Threaded Media

**DESIGNER OF THE YEAR**

**Winner - Custom & Membership Publishing category**

Su Yin Khoo, Inspire, HB Media

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**EDITOR OF THE YEAR**

**Winner - Sport & Leisure category**

Gregor Paul, NZ Rugby World, Tangible Media

**EDITOR OF THE YEAR**

**Winner - General Interest & Entertainment category**

James Frankham, New Zealand Geographic, Kowhai Publishing

**EDITOR OF THE YEAR**

**Winner - Home, Food & Garden category**

Kate Coughlan, NZ House & Garden, Fairfax Magazines

**EDITOR OF THE YEAR**

**Winner - Women's Interest category**

Sido Kitchin, NZ Woman's Weekly, NZ Magazines

**EDITOR OF THE YEAR**

**Winner - Youth & Pop Culture category**

Susan Hoyle, Upstart magazine, Syrup Publishing Ltd

**EDITOR OF THE YEAR**

**Winner - Current Affairs category**

Pamela Stirling, NZ Listener, NZ Magazines

**EDITOR OF THE YEAR**

**Winner - Business category**

Matt Cooney, Idealog, HB Media

**EDITOR OF THE YEAR**

**Winner - Trade Professional category**

Michael Barrett, ProDesign, AGM Publishing

**EDITOR OF THE YEAR**

**Winner - Custom & Membership Publishing category**

Claire McCall, Real, Fairfax Magazines

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**MAGAZINE OF THE YEAR**

**Winner - Sport & Leisure category**

NZ Rugby World, Tangible Media

**MAGAZINE OF THE YEAR**

**Highly Commended - Sport & Leisure category**

The Cut, Fairfax Magazines

**MAGAZINE OF THE YEAR**

**Winner - General Interest & Entertainment category**

NZ Life & Leisure, Fairfax Magazines

**MAGAZINE OF THE YEAR**

**Highly Commended - General Interest & Entertainment category**

New Zealand Geographic, Kowhai Publishing

**MAGAZINE OF THE YEAR**

**Winner - Family, Health & Wellbeing category**

OHbaby!, OHbaby! Ltd

**MAGAZINE OF THE YEAR**

**Highly Commended - Family, Health & Wellbeing category**

Good, HB Media

**MAGAZINE OF THE YEAR**

**Winner - Home, Food & Garden category**

Healthy Food Guide, Healthy Life Media

**MAGAZINE OF THE YEAR**

**Highly Commended - Home, Food & Garden category**

NZ Gardener, Fairfax Magazines

**MAGAZINE OF THE YEAR**

**Winner - Women's Interest category**

NZ Woman's Weekly, NZ Magazines

**MAGAZINE OF THE YEAR**

**Highly Commended - Youth & Pop Culture category**

Creme, NZ Magazines

**MAGAZINE OF THE YEAR**

**Winner - Youth & Pop Culture category**

Upstart Magazine, Syrup Publishing Ltd

**MAGAZINE OF THE YEAR**

**Winner - Current Affairs category**

NZ Listener, NZ Magazines

**MAGAZINE OF THE YEAR**

**Winner - Business category**

Idealog, HB Media

**MAGAZINE OF THE YEAR**

**Winner - Trade Professional category**

INTERFACE, G Media Publishing

**MAGAZINE OF THE YEAR**

**Winner - Custom & Membership Publishing category**

Beauty NZ, Adrenalin Publishing