



## **Media Release** Winners Announced

The Magazine Awards 2011 were held Thursday 23 June at the Pullman Hotel in Auckland, attended by over 300 guests from the publishing and media industries in New Zealand and Australia. Guests were kept entertained by MC Oliver Driver, and bands The Lounge Set and Super Highway until midnight.

There were 56 winners across 14 Awards (several awards had multiple categories), and 8 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 Kath Hurley, Marketing & Communications Manager, The Magazine Publishers Association MPA on 021 883 924 or [khurley\(@\)mpa.org.nz](mailto:khurley(@)mpa.org.nz)

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

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

#### **– NZ Rugby World, *published by Tangible Media***

Judges said: “This is a totally professional package ... strong well designed covers, excellent mix of analysis, profiles and short features, strong use of action photographs in the design; it communicates excellence and credibility with strong, opinionated columnists, and a good 'blokey' laconic tone. Perfectly pitched to the readership.”

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

#### **– Gregor Paul, NZ Rugby World, *published by Tangible Media***

Judges said: “Gregor is an experienced sports writer who leads by example. He demands continuing evolution of this visually and textually striking, informative, lively and opinionated magazine of news, features and views and big action-focussed photographs from the local, national and international Rugby scenes”.

## **Lifetime Achievement Award – Julie Dalzell**

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 Roger, Reg Birchfield, Jean Wishart, Lindsey Dawson and Paula Ryan.

25 years ago in 1986, Julie Dalzell was the launch editor of Cuisine. She purchased the magazine in 1988, and after several 'firsts' in the New Zealand magazine publishing industry went on to launch Cuisine in Australia (1995). Julie edited this ground breaking magazine until 2002, and finally sold it in 2003 (a fuller biography is available from the MPA office). She was recognised as an innovative publishing leader, always generous in giving her time to the wider industry as a consultant, mentor and former Magazine Awards judge.

## **Judging Results**

### **MOST EFFECTIVE USE OF MAGAZINES BY AN ADVERTISER**

#### **Winner**

Heinz Watties (Golden Circle) & OMD, for LOL Fruit Juice launch campaign in Creme, NZ Magazines

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### **BEST INTEGRATION OF PRINT WITH OTHER MEDIA**

#### **Winner**

OHbaby!, OHbaby! Ltd

#### **BEST INTEGRATION OF PRINT WITH OTHER MEDIA**

##### **Highly Commended**

Get Growing with NZ Gardener, Fairfax Magazines

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### **BEST SUBSCRIPTIONS PROMOTION BY A SINGLE TITLE**

#### **Winner**

Cuisine, Fairfax Magazines

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### **ADVERTISING SALES ACHIEVEMENT**

#### **Winner**

Leonie Smits, Reseller News, Fairfax Magazines

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### **BEST MARKETING CAMPAIGN**

#### **Winner**

Cuisine Artisan Awards, Cuisine, Fairfax Magazines

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### **BEST COVER DESIGN**

#### **Winner - Sport & Leisure category**

The Cut, Fairfax Magazines

#### **Highly Commended**

NZRugby World, Tangible Media

### **BEST COVER DESIGN**

#### **Winner - General Interest & Entertainment category**

New Zealand Geographic, Kowhai Publishing

**BEST COVER DESIGN**

**Winner – Special Interest category**

Good, Tangible Media

**BEST COVER DESIGN**

**Winner - Youth category**

Girlfriend, NZ Magazines

**BEST COVER DESIGN**

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

Cuisine, Fairfax Magazines

**BEST COVER DESIGN**

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

Dish, Tangible Media

**BEST COVER DESIGN**

**Winner – Lifestyle category**

NZ Life & Leisure, Fairfax Magazines

**BEST COVER DESIGN**

**Winner – Mass Market category**

NZ Listener, NZ Magazines

**BEST COVER DESIGN**

**Highly Commended – Mass Market category**

New Idea, NZ Magazines

**BEST COVER DESIGN**

**Winner - Business category**

Idealog, AUT Media

**BEST COVER DESIGN**

**Winner - Trade Professional category**

AdMedia, Mediaweb

**BEST COVER DESIGN**

**Winner – Custom & Membership Publishing category**

Co., Tangible Media

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**BEST LAUNCH / RE-LAUNCH**

**Winner**

Good, Tangible Media

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**COLUMNIST OF THE YEAR**

**Winner - Consumer category**

Joe Bennett, NZ Gardener, Fairfax Magazines

**COLUMNIST OF THE YEAR**

**Winner - Business category**

David Slack, Unlimited, Fairfax Magazines

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**BEST USE OF PHOTOGRAPHY**

**Winner**

Feature: 'What a Way of Life', NZ Life & Leisure, Fairfax Magazines

**BEST USE OF PHOTOGRAPHY**

**Highly Commended**

Feature: 'Tui', New Zealand Geographic, Kowhai Publishing

Feature: 'Meet the Meat', Dish, Tangible Media

Feature: 'Massive Attack', Simply You, NZ Magazines

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**DESIGNER OF THE YEAR**

**Winner - Sport & Leisure category**

Des Frith, The Cut and NZ Autocar, Fairfax Magazines

**DESIGNER OF THE YEAR**

**Winner – Special Interest category**

Sheryl Burson, OHbaby! Ohbaby! Ltd

**DESIGNER OF THE YEAR**

**Winner - Youth category**

Lisa Taylor, Creme, NZ Magazines

**DESIGNER OF THE YEAR**

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

Sally Fullam, Dish, Tangible Media

**DESIGNER OF THE YEAR**

**Winner – Lifestyle category**

Yolanta Woldendorp, NZ Life & Leisure, Fairfax Magazines

**DESIGNER OF THE YEAR**

**Winner – Mass Market category**

Bela Trussell-Cullen, New Idea, NZ Magazines

**DESIGNER OF THE YEAR**

**Winner - Business category**

Johanna John, Unlimited, Fairfax Magazines

**DESIGNER OF THE YEAR**

**Winner - Trade Professional category**

Kyra Bradcock, Threaded, Threaded Media

**DESIGNER OF THE YEAR**

**Highly Commended - Trade Professional category**

Alice Huang, NZ Retail, Tangible Media

**DESIGNER OF THE YEAR**

**Winner - Custom & Membership Publishing category**

Cindy Hurst, Real, Fairfax Magazines

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**JOURNALIST OF THE YEAR**

**Winner - Sport & Leisure category**

Rebecca Hayter, Independent Journalist, for writing in Boating NZ

**JOURNALIST OF THE YEAR**

**Winner – Special Interest category**

Sarah Heeringa, Good, Tangible Media

**JOURNALIST OF THE YEAR**

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

Victoria Wells, Dish, Tangible Media

**JOURNALIST OF THE YEAR**

**Winner - Lifestyle category**

Lisa Scott, Independent Journalist for writing in Next, and North & South

**JOURNALIST OF THE YEAR**

**Winner – Mass Market category**

Rebecca Macfie, NZ Listener, NZ Magazines

**JOURNALIST OF THE YEAR**

**Winner - Business category**

Matt Philp, Unlimited, Fairfax Magazines

**JOURNALIST OF THE YEAR**

**Winner - Custom & Membership Publishing category**

Rebecca Hayter, Independent Journalist for writing in Sky Sport Magazine & Alive

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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 - Special Interest category**

Melissa Gardi, NZ Weddings, Tangible Media

**EDITOR OF THE YEAR**

**Winner - Youth category**

Philip Bell, Rip It Up, Satellite Media

**EDITOR OF THE YEAR**

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

Sally Duggan, NZ House & Garden, Fairfax Magazines

**EDITOR OF THE YEAR**

**Winner - Lifestyle category**

Kate Coughlan, NZ Life & Leisure, Fairfax Magazines

**EDITOR OF THE YEAR**

**Winner – Mass Market category**

Pamela Stirling, NZ Listener, NZ Magazines

**EDITOR OF THE YEAR**

**Joint Winners - Business category**

Matt Cooney, Idealog, AUT Media

Mark Revington, Unlimited, Fairfax Magazines

**EDITOR OF THE YEAR**

**Winner - Trade Professional category**

David Gapes, AdMedia, Mediaweb

**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**

**Winner – Special Interest category**

OHbaby!, OHbaby! Ltd

**MAGAZINE OF THE YEAR**

**Winner - Youth category**

Rip It Up, Satellite Media

**MAGAZINE OF THE YEAR**

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

Cuisine, Fairfax Magazines

**MAGAZINE OF THE YEAR**

**Winner – Lifestyle category**

NZ Life & Leisure, Fairfax Magazines

**MAGAZINE OF THE YEAR**

**Winner – Mass Market category**

NZ Listener, NZ Magazines

**MAGAZINE OF THE YEAR**

**Winner - Business category**

Idealog, AUT Media

**MAGAZINE OF THE YEAR**

**Winner - Trade Professional category**

NZ Marketing, Tangible Media

**MAGAZINE OF THE YEAR**

**Winner - Custom & Membership Publishing category**

Real, Fairfax Magazines



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