

2011

the **magazine** awards

*No one // celebrates
Excellence
— LIKE —
the magazine awards*



MPA

Magazine
Publishers
Association

Congratulations to all Finalists.

The Magazine Awards reward both creative skill and commercial success. The Magazine Awards Dinner on June 23rd recognises the best of the best.

This brochure acknowledges individuals and publishers whose achievements have been scrutinised over 6 weeks, by distinct panels of 3 to 5 judges, from across the media industry.

The Magazine Publishers Association takes pride in the quality of judging and the extremely high standard set in reaching the finalist stage – a minimum score of 75% must be achieved, from a majority of the judging panel. Every finalist should be extremely proud of their achievement.

This finalist list makes a strong statement about the magazine category in New Zealand; the craft of magazine publishing is in good hands and these awards demonstrate that to readers, advertisers and media peers.



John McClintock
Executive Director



Kath Hurley
Marketing and
Communications Manager

Your Association

The MPA is a group of over 70 publishers nationwide. By working together:

- We communicate the power of Magazines and uphold credibility in the industry.
- We aim to engage and energise each other, making people proud to be part of the industry, and encouraging magazines as a career option.
- We provide services to enhance the craft of magazine publishing in New Zealand, such as educational seminars and networking events.
- We facilitate communication between different industry groups, facilitating mentoring and mediation, and helping to build sustainable businesses.
- We keep the magazine category visible, and advocate at both Government regulatory level and in the business community.

MPA purpose:

To promote to our stakeholders that magazines are the most engaging and effective medium, and to promote a commercial environment where all member magazine publishers can be more successful.

Stakeholders include: MPA members, consumers, advertisers, retailers, suppliers, the media industry, and government.

2011 Board Members

Chair: Lynley Belton General Manager, Fairfax Magazines

Deputy Chair: Martin Bell CEO, Tangible Media

Sarah Sandley CEO / Publisher, New Zealand Magazines

Paul Dykzeul CEO, ACP Media

Nevil Gibson Editor in Chief, Fourth Estate Holdings (NBR)

Mary Searle Managing Editor, Contrafed Publishing

Cathy Parker Publisher, Adrenalin Publishing

Annie Gray Publisher, Tourism Business Magazine

Subcommittees and Working Groups

Education, Advertising Promotion, Currency & Research, Distribution & Circulation, Associate Members Advocacy, and Conference. If you would like input into these groups please contact the MPA office.

Award Winners are celebrated at The Magazine Awards dinner at the Pullman Hotel 23rd June 2011.

Tickets available from mpa@mpa.org.nz

Telephone 09 376 8067



2011 Judges

Many thanks to this year's honorary judging pool:

Adrian Clapperton	Dorothy Vinicombe	Jim Tully	Michael Carney
Brenda Ward	Fiona Woolley	Jonathan Dodd	Nigel Keats
Bob Cotton	Graham Medcalf	Kathryn Ryan	Phil Walter
Bud Little	Helen Sissons	Kym Shields	Ravi Pathere
Clare O'Higgins	Hugh Stringleman	Leon Rose	Reg Birchfield
Claudia Sagripanti	Irene Gardiner	Lindsay Mouat	Sandra Mu
Dan Chappel	James Peoples	Lyn Barnes	Sonya Crosby
Denis Welch	Janet Wilson	Martin Taylor	Vicki Febery
Derek Lindsay	Jenny Wheeler	Michael Bowie	Vicki Lee

Award Finalists

Best Promotion of Awards Placing from 2010

- OHbaby! Ltd
- GMedia Ltd

Lifetime Achievement

- Recipient to be announced

Most Effective Use of Magazines by an Advertiser

Presented by Claudia Sagripanti, Publishers Australia

- Unilever Streets – Paddle Pop Elemagika Spark Activate, Woman's Day (ACP Magazines)
- Breville – Mix in Colour, for Serious Baking Wares (Marketplace Media)
- Heinz Watties (Golden Circle) – LOL Fruit Juice Launch OMD, Creme (NZ Magazines)
- EECA – Energywise Ogilvy, NZ Woman's Weekly (NZ Magazines)

Best Integration of Print with Other Media

presented by Media Monitors

- Get Growing (Fairfax Magazines)
- OHbaby! (OHbaby! Ltd)



Best Subscriptions Promotion by a Single Title

presented by iSUBSCRIBE

- Winner to be announced



Advertising Sales Achievement

presented by Adstream



- Angela Moon-Jones NZ Gardener (Fairfax Magazines)
- Leonie Smits Reseller News (Fairfax Magazines)
- Mathew Hewetson NZ Fishing World (Tangible Media)
- Mel Seal Dish (Tangible Media)

Best Marketing Campaign

presented by Actionmail



- Changing Lives Reader Event NZ Life & Leisure (Fairfax Magazines)
- Cuisine Artisan Awards Cuisine (Fairfax Magazines)
- Get Growing with NZ Gardener NZ Gardener (Fairfax Magazines)
- NZ House & Garden House Tours NZ House & Garden (Fairfax Magazines)
- 2nd Birthday Goodie Bag OHbaby! (OHbaby! Ltd)

Best Cover Design

presented by Snapper Media



Sport & Leisure

- The Cut (Fairfax Magazines)
- Ski & Snow (Pacific Media)
- NZ Rugby World (Tangible Media)

General Interest & Entertainment

- Winner to be announced

Special Interest

- OHbaby! (OHbaby! Ltd)
- Good (Tangible Media)

Youth

- Creme (NZ Magazines)
- Girlfriend (NZ Magazines)

Home Food & Garden

- Cuisine (Fairfax Magazines)
- Cuisine (Fairfax Magazines)
- Cuisine (Fairfax Magazines)
- Dish (Tangible Media)
- Dish (Tangible Media)
- Dish (Tangible Media)

Lifestyle

- Winner to be announced

Mass Market

- New Idea (NZ Magazines)
- NZ Listener (NZ Magazines)

Business

- NZ Business (Adrenalin Publishing)
- Unlimited (Fairfax Magazines)
- Idealog (Tangible Media)

Trade Professional

- AdMedia (Mediaweb)
- Threaded (Threaded Media)
- NZ Retail (Tangible Media)

Custom & Membership Publishing

- IRL Solutions magazine (Industrial Research Ltd)
- co. (Tangible Media)

Best Launch / Re-launch

presented by Nielsen



- Winner to be announced

Columnist of the Year

presented by Nielsen



Business

- David Slack Unlimited (Fairfax Magazines)
- Simon Lord NZ Business (Adrenalin Publishing)

Consumer

- Ann Warnock NZ Life & Leisure (Fairfax Magazines)
- Janice Marriott & Virginia Pawsey NZ House & Garden (Fairfax Magazines)
- Joe Bennett NZ Gardener (Fairfax Magazines)
- Scott Stevenson Sky Sport Magazine (Fairfax Magazines)
- Bill Ralston NZ Listener (NZ Magazines)
- Diana Wichtel NZ Listener (NZ Magazines)
- Jane Clifton NZ Listener (NZ Magazines)
- Joanne Black, NZ Listener (NZ Magazines)
- Rebecca Macfie NZ Listener (NZ Magazines)
- Jonny Schwass Dish (Tangible Media)



No one adds PRESTIGE

LIKE

MAGAZINES

MPA

MAGAZINES ADD
ADD MAGAZINES

Best Use of Photography

presented by Getty Images

- Big Sky Country
NZ House & Garden (Fairfax Magazines)
- What a Way of Life
NZ Life & Leisure (Fairfax Magazines)
- How the West was Won
New Zealand Geographic (Kowhai Publishing)
- Tui
New Zealand Geographic (Kowhai Publishing)
- Twilight of the Idyll
New Zealand Geographic (Kowhai Publishing)
- An Italian Store Cupboard
Dish (Tangible Media)
- Easy Everyday
Dish (Tangible Media)

- Meet the Meat
Dish (Tangible Media)
- Crafted Celebrations
Good (Tangible Media)
- From This Day Forward
NZ Weddings (Tangible Media)
- Mr Personality
NZ Weddings (Tangible Media)
- Over the Hills and Far Away
NZ Weddings (Tangible Media)
- Massive Attack
Simply You (NZ Magazines)

gettyimages®

Designer of the Year

presented by PMP / Gordon & Gotch



Sport & Leisure

- Des Frith NZ Autocar / The Cut (Fairfax Magazines)
- Julian Pettitt NZ Rugby World (Tangible Media)

General Interest & Entertainment – No entrants

Special Interest

- Jenny Reid Littlies Parenting Magazine (Littlies Ltd)
- Sheryl Burson OHbaby! (OHbaby! Ltd)

Youth

- Winner to be announced

Home Food & Garden

- Madeline Kane Cuisine (Fairfax Magazines)
- William Chen Cuisine (Fairfax Magazines)
- Sally Fullam Dish (Tangible Media)

Lifestyle

- Yolanta Woldendorp NZ Life & Leisure (Fairfax Magazines)
- Scott Harwood Simply You (NZ Magazines)

Mass Market

- Bela Tressell-Cullen New Idea (NZ Magazines)
- Derek Ward NZ Listener (NZ Magazines)
- Julie Koberstein NZ Woman's Weekly (NZ Magazines)

Business

- Winner to be announced

Trade Professional

- Alice Huang NZ Retail (Tangible Media)
- Kyra Bradcock Threaded (Threaded Media)

Custom & Membership Publishing

- Winner to be announced

No one adds
Style
like
magazines



MAGAZINES ADD
ADD MAGAZINES

Journalist of the Year

presented by &Some



Sport & Leisure

- Winner to be announced

General Interest & Entertainment – No entrants

Special Interest

- Winner to be announced

Youth – No entrants

Home Food & Garden

- David Burton Cuisine (Fairfax Magazines)
- Sarah Lang NZ House & Garden, Simply You Living (Independent Journalist)
- Victoria Wells Dish (Tangible Media)

Lifestyle

- Pam Neville NZ Life and Leisure (Fairfax Magazines)
- Sarah Lang Next (Independent Journalist)
- Lisa Scott Next, North & South (Independent Journalist)



Mass Market

- Fiona Fraser for worked published in NZ Woman's Weekly (Independent Journalist)
- Rebecca Macfie NZ Listener (NZ Magazines)
- Guy Somerset NZ Listener (NZ Magazines)
- Diana Wichtel NZ Listener (NZ Magazines)
- Geraldine Johns NZ Listener (NZ Magazines)
- Joanne Black NZ Listener (NZ Magazines)
- Ruth Laugesen NZ Listener (NZ Magazines)
- Caroline Botting New Idea (NZ Magazines)
- Aroha Awarau NZ Woman's Weekly (NZ Magazines)

Business

- Winner to be announced

Trade Professional – No entrants

Custom & Membership Publishing

- Rebecca Hayter Sky Sport Magazine, Alive (Independent Journalist)
- Dita De Boni co. (Tangible Media)



Editor of the Year presented by GEON

GEON
print & communication solutions

Sport & Leisure

- Kent Gray Boating NZ (Fairfax Magazines)
- Heather Kidd The Cut (Fairfax Magazines)
- Geoff Thomas NZ Fishing World (Tangible Media)
- Gregor Paul NZ Rugby World (Tangible Media)

General Interest & Entertainment

- Winner to be announced

Special Interest

- Maria Kroonenberg Littlies Parenting Magazine (Littlies Ltd)
- Melissa Gardi NZ Weddings (Tangible Media)

Youth

- Alice O'Connell Creme (NZ Magazines)
- Philip Bell Rip it Up (Satellite Media)

Home Food & Garden

- Sarah Nicholson Cuisine (Fairfax Magazines)
- Jo McCarroll NZ Gardener (Fairfax Magazines)
- Sally Duggan NZ House & Garden (Fairfax Magazines)
- Victoria Wells Dish (Tangible Media)

Lifestyle

- Winner to be announced

Mass Market

- Winner to be announced

Business

- Mark Revington Unlimited (Fairfax Magazines)
- Matt Cooney Idealog (Tangible Media)

Trade Professional

- David Gapes AdMedia (Mediaweb)
- Ben Fahy NZ Marketing Magazine (Tangible Media)
- Trudy Cliff NZ Retail (Tangible Media)

Custom & Membership Publishing

- Winner to be announced



Magazine of the Year

presented by NZ Post



Sport & Leisure

- NZ Rugby World (Tangible Media)
- Wilderness Magazine (Lifestyle Publishing)

General Interest & Entertainment – *No entrants*

Special Interest

- Winner to be announced

Youth

- Winner to be announced

Home Food & Garden

- Cuisine (Fairfax Magazines)
- NZ Gardener (Fairfax Magazines)
- NZ House & Garden (Fairfax Magazines)
- Dish (Tangible Media)

Lifestyle

- Winner to be announced

Mass Market

- Winner to be announced

Business

- Winner to be announced

Trade Professional

- Winner to be announced

Custom & Membership Publishing

- Winner to be announced

Supreme Winner Editor of the Year

- Chosen from category winners above

Supreme Winner Magazine of the Year

- Chosen from category winners above

With thanks to these year-round supporters of MPA

Principle Business Partners



Strategic Business Partners



Valued Industry Supporters



This booklet is printed on Sumo Matt, an environmentally responsible paper produced using FSC mixed source certified elemental chlorine-free pulp sourced from well managed and legally harvested forests and is manufactured under the strict ISO14001 environmental management system.



Paper supplied by BJ Ball Group

The following titles feature in the Finalist Roll of Honour in The Magazine Awards 2011.



For a full list of MPA members visit www.mpa.org.nz/about/member-list

we *celebrate*
in the *success*
of our customers



Supreme Award – Urbis #57

JUDGES COMMENTS

"Demanding design features throughout, produced to perfection. This job raises the bar in New Zealand Printing"

GEON
print & communication solutions

www.geongroup.com