

ADvantage ADmag Awards honour top SA magazines

Ramsay Son & Parker was awarded Publisher of the Year, while Sumien Brink Editor of Visi, Plascon Colour and Woolworths Taste took the hotly contested Editor of the Year title at the ADvantage ADmag Awards held on Thursday 7 April 2005 at the Inanda Club, Inanda.

Every year, coinciding with the latest ABC circulation figures the editorial team of ADvantage Magazine appoint a panel of skilled media and advertising industry leaders to identify those consumer magazines with ABC certification that stand out from their competitors.

The judging panel elected to introduce two new awards: ***Best International Magazine of the Year*** awarded to popular female magazine, ***Cosmopolitan***, and ***Best Newcomer of the Year*** was awarded to ***Tuis***.

The panel of judges included Virginia Hollis, Joint Managing Director, The MediaShop Johannesburg, Luisa Belter, Managing Director, Mindshare, Gordon Patterson, Managing Director of media agency, Starcom; Wilma de Bruin, Media and Marketing Journalist, Beeld and John Farquhar, Editor in Chief, ADvantage Magazine.

The winners, by category, are:

Best Motoring Magazine: Car

Best Female Over 25 Magazine: O Magazine

Best Parenting Magazine: Baba & Kleuter

Best Entertaining Magazine: Food and Home Entertaining

Best Special Interest Magazine: South African Gardening

Best Female Under 25 Magazine: Cosmopolitan

Best Sports Magazine: Zigzag

Best Décor Magazine: Tuis

Best Youth Culture Magazine: Seventeen

Best Environment/Conservation Magazine - Joint Award: Africa Geographic and Africa Birds & Birding

Best Lifestyle Magazine: Getaway

Best Male Magazine: FHM

Best General Interest Magazine - Joint Award: You and Huisgenoot

Best Custom Publishing Magazine: Woolworths Taste

Best Annual Magazine: True Love Bride

Best Magazine Format Supplement: Sunday Times Lifestyle

Merit Award winners are:

Motoring Category: Leisure Wheels

Female 25 Plus Category: Sarie

Special Interest Category: Heat

Female under 25 Category: Elle

Sport Category: Compleat Golfer

Youth Culture Category: Teen Zone

Lifestyle Category: SA Country Life

Male Category: Men's Health

Custom Category: Plascon Colour

Annals Category: Eat In

Magazine Format Supplements Category: By, Die Burger

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