

New Media holds pole position at Sappi Pica awards



Afrikaans lifestyle magazine INSIG leads the pack of winning titles for New Media at the 36th annual Sappi Pica awards ceremony, by winning the Rossi Trophy for the best consumer title in the country. For the fourth consecutive year, New Media received more awards than any other publishing house for its outstanding contributions to contract and consumer publishing as it scooped 12 accolades with seven Pica awards and five highly commended.



The awards, which were held at Vodaworld in Johannesburg on Thursday 10 November, are unique in the magazine industry and acknowledge all aspects of publishing excellence, based on editorial and design content as well as the total marketing process.

New Media dominated the consumer magazine category, with INSIG winning best Consumer and best General Interest News and Entertainment magazine. INSIG Editor, Elmari Rautenbach, says best consumer magazine is the category that everybody covets and INSIG is extremely proud of carrying off the top prize.

Journalist Les Aupiais commented: "INSIG showed a high standard of consistency, synergy and focus, with stories that demanded to be read... It simply stood out from other submissions - it didn't matter whether or not you were Afrikaans." Fellow journalist Michele Magwood concurred: "The magazine has wit and an incomparable tone to it that lifted it above the others."

Weg, South Africa's first and only Afrikaans outdoor and travel magazine, won the best Travel, Wildlife and Conservation magazine, affirming its position as one of the country's largest publication successes. The magazine which was launched in April 2004 with an initial print run of 43 000, prints more than 96 000 copies a month at present - an increase of 123% compared to the first printing figure.

Previous Pica winner VISI, received the Traditional award for Excellence in Magazine Design, this is the fourth consecutive year that a New Media title has triumphed in this category. VISI also received a highly commended award in the Home Décor and Gardening category.

For the second consecutive year Woolworths' TASTE magazine, with respected VISI editor Sumien Brink at the helm, added to its success as best Retail and Consumer Goods Customer magazine. TASTE also received deserved recognition with a highly commended award in the Excellence in Magazine Design category.

Kassie Naidoo of King James, one of the judges said: "VISI and Woolworths' Taste magazines reflect a passion for their product and a commitment to both the magazine and the consumer... They also reflected strong brand management and a

format that is innovative, current and aesthetically pleasing."

Front Cover was judged the best magazine in the Customer Magazine: Annuals, Directories, Product Guides and Supplements section, with Eat In, New Media's annual 'foodie' directory receiving highly commended in the Consumer sector for Annuals and Special Editions category.

Heart secured the award for best Health, Fitness and Sport customer magazine. Mercedes received a highly commended award in the Customer Leisure and Lifestyle category

Bridget McCarney, Managing Director of New Media commented: "We are proud to be the recipients of the premier Rossi Trophy, acknowledging INSIG as the best consumer magazine. It is not about winning awards, but the overall success reaffirms that NMP has, over the years, consistently produced the best customer and consumer publications, giving the client and reader what they want and most importantly, being the best, the best at what we do!"

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