

Sappi PICA Awards 2002 - Winners

The annual Sappi Magazine Publishers Association of SA PICA Awards took place at a prestigious awards ceremony at Vodaworld, Midrand on Thursday, 31 October 2002.

The Sappi PICA Awards are presented in recognition of magazine publishing excellence judged by representatives from the publishing industry. Recognition of talent and standards of excellence by their peers gives each award recipient and their respective teams more than a trophy and a certificate of merit, they also receive the highest accolade possible - meaningful recognition by their own industry.

The significance of the Sappi PICA Awards ceremony is to showcase the magazine publishing industry and to honour those whose talent, hard work and dedication has set the standard for others to follow. Yearly, the standards of publishing excellence have been raised and 2002 is no exception. Says Harold Eedes, Chairman of the Magazine Publishers Association of South Africa (MPASA): "By seeking to do better than previous Pica Award winners whilst at the same time striving to raise the standards of our own magazines we remain committed to publishing excellence on an on-going basis." Eedes adds that although already recognised and respected around the world, he believes the continued improvement in local publishing standards means local magazines compare favourably to leading publications available globally.

The Sappi PICA Awards are awarded to publications who meet pre-determined criteria including publishing excellence and delivery of goods to the specific markets. Judges are drawn from magazine publishers, readers in the primary industries, professions and specialist consumer sectors. Over 150 judges met over a two-week period to judge the 287 entries. "The judges unanimously agree that the standard of this year's entries is high. They are also pleased to see new, innovative and refreshing styles in both editorial content and design". says Eedes.

Since the PICA Awards first started in 1969 and the size and prestige of the "PICA's" has grown significantly over the years. Of the 287 entries this year, forty-two awards will be handed out to the winners in all varying categories. Winners will proudly feature the PICA Award logo on their magazine covers and title pages to mark the celebration of their achievement.

Sappi Fine Papers is proud to be a major sponsor of the PICA Awards. "At Sappi we applaud the publishers who entered the 2002 PICA Awards for the high standard and exceptional quality of their entries. As we congratulate those who leave the ceremony with an award in-hand, we also salute each and every publication who entered as we believe they all are winners in their own right." Says Albert Lubbe, Managing Director of Sappi Fine Papers SA who adds: "It gives Sappi great pleasure to be actively involved in furthering the South African magazine publishing industry by providing a platform where creativity and publishing excellence is recognised."

SAPPI PICA AWARDS 2002 - RESULTS

CUSTOMER MAGAZINE AWARDS

Overall winner: **Heart - New Media**

1. Business-to-Business (category sponsored by Creda Communications)

Winner: **Design Indaba - Interactive Africa**

2. Financial Service

Winner: **Old Mutual Light Years - New Media**

Highly Commended: Expressions - Highbury Monarch Communications

3. Retail (category sponsored by DeskLink Media)

Winner: **Clicks ClubCard - The Publishing Partnership**

Highly Commended: Woolies Babes - Associated Magazines (Partworks)

4. Hospitality, Tourism & Travel (category sponsored by Hill&Dale)

Winner: **ICON - Inyati Publishing**

Highly Commended: The Motorist - Highbury Monarch Communications

5. Medical

Winner: **Heart - New Media**

Highly Commended: Pforeword - MetaMedia

6. Entertainment, Sport and Leisure

Winner: **FIT - Touchline Media**

Highly Commended: Fifteen - Inyati Publishing

BUSINESS-TO-BUSINESS MAGAZINE AWARDS

Overall winner: **Water Sewage & Effluent - Brooke Patrick Publications**

Highly Commended: Pursuit Clothing & Textile - Johnnic Publishing

1. Architecture, Building and Interior Design (category sponsored by Universal Web Printers)

Winner: **Urban Green File - Brooke Patrick Publications**

Highly Commended: South African Interior Design - Johnnic Publishing

2. Environmental Planning, Landscaping and Horticulture

Winner: **Urban Green File - Brooke Patrick Publications**

3. Business, Finance, Legal, Administrative, Human Resources

Winner: **Money Marketing - Primedia Publishing**

Highly Commended: De Rebus - Law Society of South Africa

4. Information Technology (category sponsored by Ultra Litho)

Winner: **Enjin - Undo Media**

5. Marketing, Communication and CRM (category sponsored by the South African Post Office)

Winner: **Advantage - Primedia Publishing**

6. Engineering and Manufacturing

Electrical and Electronics

Winner: **Electricity & Control - Crown Publications**

Highly Commended: African Energy Journal - Brooke Patrick Publications

Civil Construction and Infrastructural Development

Winner: **Water Sewage & Effluent - Brooke Patrick Publications**

Highly Commended: Construction World - Crown Publications

Mining and Quarrying

Winner: **SA Mining - Johnnic Publishing**

Highly Commended: African Mining - Brooke Patrick Publications

General Engineering

Winner: **Vector - EE Publishers**

Highly Commended: Mechanical Technology - Crown Publications

Best Overall Engineering and Manufacturing Magazine

Winner: **Water Sewage & Effluent - Brooke Patrick Publications**

Highly Commended: SA Mining - Johnnic Publishing

7. Safety and Security

Winner: **Hi-Tech Security Solutions - Paradigma Publishing**

8. Hospitality, Travel and Tourism (category sponsored by Trident Press)

Winner: **Travel News Weekly (TNW) - Now Media**

Highly Commended: Hospitality - Johnnic Publishing

9. Retail

Winner: **Front Shop - Primedia Publishing**

Highly Commended: Buy-in - Desklinc Media

10. Medical (category sponsored by INCE (Pty) Ltd)

Winner: **TLC - Picasso Headline**

Highly Commended: South African Medical Journal - SA Medical Association

11. Electronic Publishing (category sponsored by Siemens)

Winner: **Cargo Info Africa - Now Media**

12. Product Guides

- No winner or highly commended awarded

13. Other specialist titles

Winner: Pursuit Clothing & Textile - Johnnic Publishing

Highly Commended: AV Specialist - Doddington Direct; The Dairy Mail - The Dairy Mail

CONSUMER MAGAZINE AWARDS sponsored by CTP Group

Overall winner: **Y - Yired**

Highly Commended: Men's Health - Touchline Media; Shape - Touchline Media

1. Women's Magazines

Winner: Shape - Touchline Media

Highly Commended: Fairlady - Media 24; Sarie - Media 24

2. Home and Garden

Winner: House and Leisure - Associated Magazines

Highly Commended: South African Gardening - Primedia Publishing

3. Design and Décor

Winner: Visi - New Media

4. Men's Magazines

Winner: Men's Health - Touchline Media

Highly Commended: FHM - UpperCase Media

5. Family Magazines

Winner: You and Huisgenoot (joint winners) - Media 24

6. Sport

Winner: Golf Digest - Touchline Media

Highly Commended: Zigzag - Atoll Media

7. Travel, Wildlife and Conservation

Winner: Getaway - Ramsay, Son & Parker

8. Parenting

Winner: Baby & Me - Associated Magazines

Highly Commended: Your Pregnancy - Alchemy Publishing

9. Health and Spirituality

Winner: Shape - Touchline Media

Highly Commended: Men's Health - Touchline Media

10. Business

Winner: Landbouweekblad - Media 24

11. Youth

Winner: Y Yired

12. Motoring

Winner: Car - Ramsay, Son and Parker

Highly Commended: Leisure Wheels - Friendship Publishers

13. Entertainment and Leisure

Winner: Insig - New Media

Highly Commended: Elle Decoration - Johnnic Publishing

TRADITIONAL AWARDS

1. The Award for Innovation in Magazine Publishing: Philip Tyler Trophy

Winner: SA Rugby - Highbury Monarch Communications

Highly Commended: Cape etc - Inyati Publishing; Femina - Associated Magazines; Little People - Johnnic Publishing

2. Best Commemorative Issue/Best Annual Directory Award

a. Business-to-Business

Winner: Loerie Awards 2002 Annual - Desklint Media

Highly Commended: The Frequency Advantage - Primedia Publishing; Shipyear - Kaqala Media

b. Consumer

Winner: Eat Out - New Media

Highly Commended: House and Leisure: 100th Issue - Associated Magazines; The Official Guidebook 2002 FIFA World Cup - Highbury Monarch Communications

3. Award for Excellence in Magazine Design

Winner: Visi - New Media

Highly Commended: Leadership - New Africa Publications; SL - Intelligence Publishing