

AdVantage Admag awards announced

Tony Koenderman received the *AdVantage* Lifetime Achiever Award for 2009 at a vibrant lunchtime AdMag awards function held at Moyo Zoo Lake, Johannesburg, last week to honour publishers and editors across the consumer magazine industry. *Huisgenoot* was awarded Magazine of the Year.



Tony Koenderman receives his Lifetime Achiever Award certificate from *AdVantage* publisher John Woodford. Pic by Hush Naidoo.

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As Chris Moerdyk, MC for the day, pointed out, the *AdVantage* AdMag Awards are a contribution by *AdVantage* to the magazine industry. The AdMag Awards are 14 years old and the objective has been the creation of an award that acts as an incentive to publishers to improve the quality and value of their brands, and to reward editors who position their publications in such a manner that it facilitates growth.

Koenderman, the editor and co-publisher of Tony Koenderman's *AdReview*, has spent the last 28 years writing about the media, marketing and advertising industry. He was lauded by his peers in the industry as "an amazing man who has positively contributed to our industry"; the "ultimate gentleman"; and a journalist of integrity, professionalism and "the conscience of our industry".

Koenderman said he was humbled by the award. "At a time when print media in general are under unprecedented pressure from new technology and the changing nature of the marketplace, awards like these can play an important role in helping to sustain the medium. I'm not one who believes magazines will disappear entirely, but we have already seen signs of pressure, in the shape of closures of titles.

"Overseas experts have said there'll be room for no more than one title per category, and that means only the excellent will survive. And the definition of excellence includes keeping close to your market, and making your offering an essential part of the multi-media package that people now consume on a daily basis."

Judging process

The AdMags focus on acknowledging the work of the editors and publishers and judging was done on content, effectiveness, production value, presentation, circulation and ad mix.

The three independent judging panels, made up of marketers, media strategists and media professionals, were convened over three days at Sappi head office in Johannesburg. The judges were: Wilma de Bruin (chief judge), Britta Reid, Walter Pike, Lucille van Niekerk, Ashraf Garda, Eve Pennington, Lebo Madiba, Melissa Attree, Simone Puterman, Brandon McLeod, Franette Klerck, Daniel Munslow, Chirene Campbell, Anina Roux, Marion Scher, Caroline Coughlan, Jacqui Nel, Luise Alleman, Shivani Naidoo, Traci-Leigh McMillan, Jacques Breytenbach, and Louise Marsland.

This year's AdMag Award entries were characterised by a high level of quality. Eve Pennington of The Starcom Mediavest Group summed it up: "Most editors know what they need to do to connect with their readers and are using different platforms to do so, thereby making their publications more than just a magazine."

The judges all agreed that the top publications are using other platforms to enhance their main brand. Daniel Munslow, Talk2Us, added: "Quality was good overall. What was exciting is that many publications are not afraid to expand into vertical markets and are using new engagement methods to get to know their readers."

Award	Gold/Silver	Person/Title
Lifetime Achiever		Tony Koenderman
Publisher of the Year		Willem Breytenbach
Editor of the Year		Michelle van Breda (Sarie)
Best International Title		seventeen
Magazine of the Year		Huisgenoot
Newcomer of the Year		Sarie Kos
Afrikaans	Gold	Sarie Kos
Afrikaans	Silver	Rooi Rose
Arts & Entertainment	Gold	no award
Arts & Entertainment	Silver	Huisgenoot Tempo
Business	Gold	Entrepreneur
Business	Silver	no award
Custom	Gold	Woolworths Taste
Custom	Silver	Fresh Living
Décor & Home	Gold	House and Leisure
Décor & Home	Silver	Visi
Female Interest	Gold	Rooi Rose
Female Interest	Silver	Cosmopolitan
General Interest	Gold	Huisgenoot
General Interest	Silver	You
General Interest	Silver	Drum
Health & Wellness	Gold	Shape
Health & Wellness	Gold	Psychologies
Innovative Digital Publishing sponsored by Bizcommunity	Gold	seventeen
Innovative Digital Publishing sponsored by Bizcommunity	Silver	Fin24.com
Lifestyle	Gold	Sarie Kos
Lifestyle	Silver	SA Country Life
Male Interest	Gold	no award
Male Interest	Silver	Popular Mechanics
Motoring	Gold	Car
Motoring	Silver	no award
Parenting	Gold	Your Baby
Parenting	Silver	Your Pregnancy
Parenting	Silver	Fit Pregnancy
Sport	Gold	ZigZag

Sport	Silver	Compleat Golfer
Supplements/Annuals	Gold	Wanted
Supplements/Annuals	Silver	Sarie Woon
Supplements/Annuals	Silver	True Love Bride
Travel	Gold	Go!
Travel	Gold	Africa Geographic
Travel	Silver	SA Country Life
Youth Culture	Gold	National Geographic Kids
Youth Culture	Silver	seventeen
Youth Culture	Silver	NAG

Note: all double awards in a category are tie.

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