

PICA awards evening shows Media24's dominance



By Herman Manson: @marklives

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Here is a reminder how powerful a force Media24 is in the South African magazine world. At the [2010 MPASA PICA Awards](#) held late last week in Cape Town, its associate companies, including New Media and Touchline Media, picked up an incredible 22 awards. Out of 29.



Its closest rival was Cape Media, thanks to the success of *Leadership* magazine. Media24 took home Magazine of the Year (Consumer), thanks to *Sarie*, and Magazine of the Year (Custom) with a win by *Woolworths Taste* from Media24's New Media division.

Women's Health was as near as a sure bet as one can get for winning Launch or Re-launch of the Year (Consumer), with launch editor Kate Wilson taking the titles' circulation within a hair's breadth of established *Men's Health* - up 35% on Touchline's internal circulation projections.

Magazine rivals fared poorly



Louise Marsland, editor-in-chief of AdVantage magazine, with her PICA for Best Trade & Industry Writer of the Year. Pic: Simone Puterman.

Media24's magazine rivals Avusa and Caxton both fared poorly. Caxton didn't feature at all (its stable includes *Bona*, *Cleo*, *Farmers Weekly*, *Food & Home Entertaining*, *Rooi Rose* and *Woman & Home*). Avusa picked up one award, thanks to *Elle* and Annalize Visser winning Profile Writer of the Year. The group also publishes the *Financial Mail*, *Elle Decoration* and *Stuff*, among others.

Cape Media won three PICAs, two on the back of *Leadership* magazine (for Magazine of the Year - B2B and Editor of the Year - B2B), and a third for Annual, Supplement or Special Issue of the Year for *Leadership in Sport*.

Three magazines that turn out to be pretty successful at winning awards (and pretty successful in themselves, actually) is *Weg!/Go!*, *Sarie* and *Woolworths Taste*.

Successful content recipe

Weg lost founding editor [Bun Booyens](#) to *Die Burger* in May 2010 but continues with its successful content recipe. The magazine won three PICAs, including Photography/Photojournalism of the Year, Travel Writer of the Year and Columnist of the Year (Toast Coetzer, who won both, can expect a raise this year).

Woolworths Taste also won three PICAs: Overall Magazine Design of the Year (Custom), Online Solution of the Year and Magazine of the Year (Custom). *Sarie* won Overall Magazine Design of the Year (Consumer), Editor of the Year (Consumer) and Magazine of the Year (Consumer).

Leadership, *ZigZag*, *Women's Health* and *AdVantage* all won two awards each.

Didn't feature this year

Titles that didn't feature on the list of PICA winners this year included *Visi*, whose ABC for the second quarter of 2010 (April to June) [dropped nearly 40%](#) to just above the 12 000 mark. The pressure on new editor Jacquie Myburgh Chemaly



2010 PICA chairperson Jonathan Harris in the "boxing ring" in the Zip Zap Circus. Pic: Simone Puterman.

to turn things around at what was once the most exciting magazine in the country is considerable.

Men's interest titles focused on niches rather than general interest, with the exception of *Men's Health*, which won Health & Wellness Writer of the Year. *Sarie Kos vir Mans* won Annual, Supplement or Special Issue of the Year (Consumer) and *WegRy/Drive Out* for Layout of the Year.



Out crystal and silver-plated cutlery elegance. Pic: Simone Puterman.

The awards evening went smoothly and taking the awards to the winning tables was a stroke of brilliance. It all flew by relatively painlessly. The boxing ring in the middle of the Zip Zap Circus tent was unconventional but allowed everybody to share in the entertainment equally. MC Riaad Moosa was a hit and Hip Hop Pantsula (HHP) opened the evening's entertainment LOUDLY (I did notice a pair of earplugs emerging from at least one handbag).

Jonathan Harris, chairman of the 2010 PICA Committee, promised a [revamped and streamlined](#) award show. He delivered.

For more:

- Bizcommunity: [All the 2010 MPASA PICA winners](#)



The interior of the Zip Zap Circus all set up for the 2010 PICA Awards. Pic: Simone Puterman.

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