



Embargoed until 11.30pm Thursday 3rd September

The 2015 Magazine Media Awards celebrate the printed page's time of transformation

The MPA welcomed a glamorous crowd of magazine industry movers and shakers at the annual Magazine Media Awards Gala Dinner. Held on Thursday 3 September 2015 and Origami themed, the Awards celebrated both talent and the transformative nature of the printed page.

The Magazine Publishers Association (MPA) Magazine Media Awards, home of the industry's most-coveted titles and trophies, brought Shed 10 alive with celebration last night.

Big names, big ideas and big ambitions were all in attendance as the industry gathered to acknowledge and award talent, with 119 finalists hopeful to see their names unveiled. Origami (the theme for the evening) symbolises paper's infinite potential, demonstrating the ability for magazines to evolve towards multi-platform offerings that go well 'beyond the page'.

44 winners were named across a variety of sales, editorial, photography, design, branding and innovation categories. *New Zealand Weddings*, *Metro*, *Dish*, *NZ Marketing* and *Women's Day* notably came out on top in their respective 'Best Magazine' categories. Meanwhile, *NZ Life & Leisure* took out the much-coveted title of Magazine of the Year, and industry heavyweight Ben Fahy outshone the competition to snap up the Editor of the Year award. The full list of winners can be seen at www.mpa.org.nz

Following a review of the awards programme to better reflect the changing nature of the medium, 2015 saw a huge 37% increase in awards entries. The judges were blown away by the thinking, planning and execution on display; frequently noting how difficult it was to choose a single winner.

In his opening speech, MPA Chairman Paul Dykzeul commented, "I've never known a time in my career where we have such a rapidly and ever-evolving landscape. That inevitably brings its challenges and at times, unquestionably leaves us a little breathless."

"But can I say to you unequivocally, I've never been more confident about our industry and our position in the media world."

INSPIRING EXCELLENCE

While the magazine medium has never been more dynamic, the solutions have never been more innovative or inspiring – and there's nothing more celebration-worthy.

The MPA are hugely grateful to judging convener Kim Mundell and the 41 judges who generously gave their time and shared their industry experience in choosing our winners, and would also like to thank their family of sponsors:

- *Webstar*
- *NZ Post*
- *PMP*
- *ICG*
- *Gordon & Gotch*
- *BJ Ball*
- *Nielsen*
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- *PressReader*
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For further information please contact Pip Elliott or Ginnaya Turner on 09 376 8067

2015 MAGAZINE MEDIA AWARDS

MAGAZINE PUBLISHERS ASSOCIATION NZ



| Category | Subcategory | | | Magazine Title | Publishing Company |
|-----------------------------------|------------------------------|------------------|--|---|--------------------|
| Advertising Sales Excellence | Consumer | Winner | Alison Shrigley | New Zealand Gardener | |
| Advertising Sales Excellence | Current Affairs and Business | Winner | Stuart Dick, Matt Smith, Krista Rostenberg | KiaOra | |
| Advertising Sales Excellence | Current Affairs and Business | Highly Commended | Miles Gandy | New Zealand Geographic, PRO Photographer & Time | |
| Best Brand Community | Consumer: | Winner | Dish digital & social media extensions | Dish | |
| Best Brand Community | Consumer: | Highly Commended | OHbaby! | OHbaby! | |
| Best Brand Community | Consumer: | Highly Commended | NZ House & Garden Magazine/Tours/awards/web site/movies/social media | NZ House & Garden | |
| Best Brand Community | Current Affairs & Business | Winner | New Zealand Geographic Photographer of the Year | New Zealand Geographic | |
| Best Columnist | Consumer | Winner | Sarah Quigley | NEXT | |
| Best Columnist | Consumer | Highly Commended | Deborah Hill Cone | NEXT | |
| Best Columnist | Current Affairs & Business | Winner | Diana Wichtel | New Zealand Listener | |
| Best Cover | Consumer Special Interest | Winner | Feb/March 2014 | Mana | |
| Best Cover | Current Affairs & Business | Winner | Jan/Feb 2014 | Idealog | |
| Best Cover | Home & Food | Winner | April/May 14 | HOME | |
| Best Cover | Home & Food | Highly Commended | April/May 15 | Dish | |
| Best Cover | Industry & Trade | Winner | Sept/Oct 2014 | NZ Marketing and StopPress | |
| Best Cover | Lifestyle | Winner | Dec-14 | NEXT | |
| Best Cover | Mass Market Women's | Winner | Oct-14 | CLEO | |
| Best Designer | Consumer Special Interest | Winner | Marc Backwell | Mana | |
| Best Designer | Consumer Special Interest | Highly Commended | Julian Pettitt | NZ Fishing World | |
| Best Designer | Consumer Special Interest | Highly Commended | Alanna Dennis | OHbaby! | |
| Best Designer | Current Affairs & Business | Winner | Matt Moss | Idealog | |
| Best Designer | Current Affairs & Business | Highly Commended | Marc Backwell | New Zealand Geographic | |
| Best Designer | Home & Food | Winner | Fiona Lascelles | Cuisine | |
| Best Designer | Home & Food | Highly Commended | Fiona Kerr | Dish | |
| Best Designer | Industry & Trade | Winner | Marc Backwell | PRO Photographer | |
| Best Designer | Industry & Trade | Highly Commended | Andre Kini | Landscape Architecture NZ | |
| Best Designer | Lifestyle | Winner | Yolanta Woldendorp | NZ Life & Leisure | |
| Best Designer | Lifestyle | Highly Commended | Tracey Ellin | Good | |
| Best Designer | Mass Market Women's | Winner | Mirella Monteiro | Woman's Day | |
| Best Editor | Consumer Special Interest | Winner | Leonie Hayden | Mana | |
| Best Editor | Current Affairs & Business | Winner | Pamela Stirling | New Zealand Listener | |
| Best Editor | Home & Food | Winner | Lisa Morton | Dish | |
| Best Editor | Home & Food | Highly Commended | Shelley Ferguson | Your Home and Garden | |
| Best Editor | Industry & Trade | Winner | Ben Fahy | NZ Marketing and StopPress | |
| Best Editor | Lifestyle | Winner | Sarah Henry | NEXT | |
| Best Editor | Mass Market Women's | Winner | Sido Kitchin | Woman's Day | |
| Best Journalist | Consumer Special Interest | Winner | Matt Philp | Heritage New Zealand | |
| Best Journalist | Consumer Special Interest | Highly Commended | Rebecca Hayter | Boating New Zealand | |
| Best Journalist | Current Affairs & Business | Winner | Joanna Wane | North & South | |
| Best Journalist | Current Affairs & Business | Highly Commended | Mike White | North & South | |
| Best Journalist | Current Affairs & Business | Highly Commended | Donna Chisholm | North & South + Metro | |
| Best Journalist | Home & Food | Winner | Jeremy Hansen | HOME | |
| Best Journalist | Home & Food | Highly Commended | David Burton | Cuisine | |
| Best Journalist | Lifestyle | Winner | Jane Warwick | NZ Life & Leisure | |
| Best Journalist | Mass Market Women's | Winner | Suzanne McFadden | The Australian Women's Weekly | |
| Best Magazine | Consumer Special Interest | Winner | | New Zealand Weddings | Tangible Media |
| Best Magazine | Current Affairs & Business | Winner | | Metro | Bauer Media |
| Best Magazine | Current Affairs & Business | Highly Commended | | New Zealand Geographic | Kowhai Media |
| Best Magazine | Home & Food | Winner | | Dish | Tangible Media |
| Best Magazine | Home & Food | Highly Commended | | NZ House & Garden | Fairfax Media |
| Best Magazine | Industry & Trade | Winner | | NZ Marketing and StopPress | Tangible Media |
| Best Magazine | Lifestyle | Winner | | NZ Life & Leisure | Fairfax Media |
| Best Magazine | Mass Market Women's | Winner | | Woman's Day | Bauer Media |
| Best Magazine | Mass Market Women's | Highly Commended | | NZ Woman's Weekly | Bauer Media |
| Best Owned Media | | Winner | | Habitat | Tangible Media |
| Best Photographer | Consumer | Winner | Carolyn Haslett | New Zealand Weddings | |
| Best Photographer | Consumer | Highly Commended | Aaron McLean | Cuisine | |
| Best Photographer | Current Affairs & Business | Winner | Richard Robinson | New Zealand Geographic | |
| Best Publishing Innovation | | Winner | Pitch Circus | Idealog | Tangible Media |
| Best Retail/Subscription Campaign | | Winner | Little Shop | Woman's Day | Bauer Media |
| Best Retail/Subscription Campaign | | Highly Commended | Centenary Poppy Project | NZ Gardener | Fairfax Media |
| Best Sales Solution | | Winner | Unilever - Persil | Anna Magasiva, Kaylene Hurley | Woman's Day |
| Best Sales Solution | | Highly Commended | Tourism Australia/OMD NZ | Tangible Media Content Marketing | Dish |
| 2015 Editor of the Year | | Winner | Ben Fahy | NZ Marketing and StopPress | Tangible Media |
| 2015 Magazine of the Year | | Winner | | NZ Life & Leisure | Fairfax Media |

INSPIRING EXCELLENCE