

# New Media paints the town gold

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From maroon to macaroons, chefs to scientists - New Media [NMP] has it covered with accolades from this year's AdVantage ADmag Awards. Editorial director and industry icon Sumien Brink was honoured as Editor of the Year while NMP titles won two gold and four silver awards.



Editor of the Year,  
Sumien Brink

NMP dominated the customer magazine category with Plascon COLOUR taking gold and previous winner Woolworths Taste walking away with silver. South Africa's premier décor and design magazine, VISI, was honoured with a gold award in its category - an award it has won for the second year in a row.

Brink currently drives the editorial on ADmag-winning titles VISI, Plascon COLOUR and Woolworths Taste. "Putting a magazine together requires an extraordinary amount energy and creativity... So much more than what one person alone can contribute. A magazine is only as good as the team that produces it and I've been fortunate enough to surround myself with talented people throughout my career," says an elated Brink.

Bridget McCarney, MD of NMP, adds: "Pick the industry and we'll give you the best people to craft a custom title. Our clients are assured that our creatives are pushing the boundaries, while our business teams provide innovative solutions. We're proud of the diverse expertise we've contributed to South Africa's magazine industry."



Silver awards went to sister annual consumer magazines Eat In and Eat Out in the lifestyle category while HIP2B<sup>2</sup>, the smartest youth magazine on the planet, won for youth and culture.

NMP has a long relationship with the AdVantage ADmag Awards, having scooped the coveted title of 2007 Publisher of the Year - a first for custom publishing in South Africa. With the exception of newly crowned Plascon COLOUR, all NMP titles honoured this year have stood on the ADmag podium in preceding years. The AdVantage ADmag Awards acknowledge excellence in magazine publishing.



" Woolworths *Taste* cracks the worldwide top 10 23 May 2024

" The 2024 *Eat Out* magazine is on shelves! 10 May 2024

" *Eat Out* unveils more robust judging process 28 Mar 2024

" Iconic *Taste* brand embraces a digital-first future 5 Mar 2024

" New Media presses play on agile new video agency 1 Dec 2023

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