

Booyens ry *Weg!* met PICA Editor of the Year

Bun Booyens, editor of Media24's *Weg!*, scooped the much-anticipated inaugural Jane Raphaely Award for Editor of the Year at the 2006 Magazine Publishers' Association of SA's Sappi Pica awards, announced at a gala event at the Sandton Convention Centre this evening, 2 November 2006. Longstanding awards sponsor Sappi also announced its sponsorship of a major magazine advocacy programme to be launched under the direction of MPASA during 2007.



Bun Booyens, editor of *Weg!*

According to Albert Lubbe, MD of Sappi Fine Paper South Africa, this advocacy program will promote the use of magazines as an advertising vehicle to marketers and advertisers with the aim of securing the sustained viability of the industry in South Africa.

Apart from Booyens, the evening's other big overall winners are

- *Men's Health Living* (Touchline Media) - the Philip Tyler Award for Best New Launch;
- *Real Simple* (8 Ink Media) - the Award for Excellence in Magazine Design;
- *Seventeen* (8 Ink Media) - Rossi Trophy for Best Consumer Magazine;
- *Plascon Colour* (New Media) - Best Customer Magazine;
- *The Dairy Mail (Agri Connect)* - Watling Trophy for Best Business-to-Business Magazine. Thirty-three winners across the three categories of Consumer, Customer and Business-to-Business magazines were also announced. These included *Popular Mechanics* (Ramsay, Son & Parker), winner of the Men's General Interest category, *Farmer's Weekly* (Caxton), who won the Consumer Business Category and Women's General Interest winner, *Cosmopolitan* (Associated Magazines).

Exceptionally healthy

"All the winners demonstrate the exceptionally healthy state of the South African magazine publishing industry at the moment," says Ann Donald, the chief judge and former *Fairlady* editor. Of course they couldn't have anticipated the announcements of the closure of *Style* and *Krew* magazines this week!

Whether they have the guts to launch a world-first décor magazine for men, the creativity to introduce specially-sealed "must read" sections into the main body or the savvy to embrace a society in transition by finding ways to write for emerging farmers without losing the readership of existing ones - the winners of this year's Magazine Publishers' Association of SA's Sappi Pica awards indicate that SA's magazine industry is thriving.

During 2006, thirty-six titles have joined the Audited Bureau of Circulation. Many such as *Lééf met hart & siel*, which focuses on a providing a spiritually-based read for Afrikaans women, or American title *Real Simple* that aims at a clutter-free, solutions-driven editorial platform, are leading the trend toward new and viable niches.

Increased competition

"The increased competition brought about by the wider choice, is stimulating innovation and smart thinking. Winning editors and publishers are rising to the challenge by becoming fiercely reader-centric, which is of course the only sustainable way to deliver the audiences that advertisers expect," says Donald.

According to Donald, examples of proudly South African magazine publishing are the launch of the *Men's Health Living* magazine, a world-first with its' focus on décor and lifestyle editorial for men and which the international partner, Rodale Press, is monitoring carefully with a view to an international roll-out, as well as the phenomenal success achieved by Media 24's *Weg!*.

This outdoor leisure title has rewritten the publishing rulebook by securing a third of its circulation in subscriptions within two years of launching and against an industry norm of 10%. It has also become the market leader within 20 issues.

Closely contested

The success of *Weg!* secured editor Booyens the inaugural Jane Raphaely Editor of the Year Award against competitors such as Esmaré Weideman of *Drum* and Sumien Brink of *Visi*, who won highly commended in this category.

"This was a closely contested race with three highly commended editors vying strongly for the top spot. Any one of them would be a worthy winner, in that, their strengths lay as much in their business savvy as their editorial capacity," Donald says.

The full list of MPASA Sappi Pica Awards 2006 are:

TRADITIONAL MAGAZINE AWARDS

Philip Tyler Award for the Best New Launch

Winner: *Men's Health Living*, Touchline Media

Award for Excellence in Magazine Design

Winner: *Real Simple*, 8 Ink Media

PREMIER MAGAZINE AWARDS

Best Customer Magazine

Winner: *Plascon Colour*, New Media

Best Business-to-Business Magazine: Watling Trophy

Winner: *The Dairy Mail*, AgriConnect

Best Consumer Magazine: Rossi Trophy

Winner: *Seventeen*, 8 Ink Media

JANE RAPHAELY EDITOR OF THE YEAR AWARD

Winner: Bun Booyens - *Weg!*, Media24 Magazines

Highly Commended: Esmaré Weideman - *Drum*, Media24 Magazines

Highly Commended: Sumien Brink - *Visi*, New Media

CONSUMER MAGAZINE AWARDS

Home, Décor and Gardening

Winner: Tuis/Home, Media24 Magazines

Highly Commended - House and Leisure, Associated Magazines

Men's General Interest

Winner: *Popular Mechanics*, Ramsay, Son & Parker

General Interest News and Entertainment Magazines

Winner: *Bona*, Caxton Magazines

Highly Commended - *Insig*, New Media

Sport

Winner: *Kick Off*, Touchline Media

Highly Commended - *Golf Digest South Africa*, Touchline Media

Leisure Interests

Winner: *Car*, Ramsay, Son & Parker

Highly Commended - *Drive Out*, New Media

Travel, Wildlife and Conservation

Winner: *Weg!*, Media24 Magazines

Highly Commended - *Africa Geographic*, Africa Geographic

Parenting

Winner: *Fit Pregnancy*, Touchline Media

Spirituality

Winner: *Lééf met hart & siel*, Media24 Magazines

Business

Winner: *Farmer's Weekly*, Caxton Magazines

Highly Commended - *Finweek*, Media24 Magazines

Youth

Winner: *Seventeen*, 8 Ink Media

Highly Commended: *National Geographic Kids*, 8 Ink Media

Women's General Interest

Winner: *Cosmopolitan*, Associated Magazines

Highly Commended: *Fairlady*, Media24 Magazines

Women's Special Interest

Winner: *Shape*, Touchline Media

Annuals and Special Editions

Winner: *Huisgenoot 90 Gedenkuitgawe*, Media24 Magazines

Highly Commended - *Eat Out*, New Media

Supplements

Winner: *WegSleep*, Media24 Magazines

Highly Commended: *Elle Supplement*, Johncom Media Magazine Division

Highly Commended: *Seventeen Diary*, 8 Ink Media

CUSTOMER MAGAZINE AWARDS

Business-to-Business

Winner: *Accountancy SA*, SAICA

Retail and Consumer Goods

Winner: *Taste*, New Media

Highly Commended: *Jet Club Magazine*, The Publishing Partnership

Highly Commended: *Lewis Club Magazine*, New Highway Publishing

Hospitality, Tourism and Travel

Winner: *Good Taste*, Converge

Health, Fitness and Sport

Winner: *South African Paddler*, Atoll Media Magazine Publishers

Highly Commended: *Heart*, New Media

Entertainment, Leisure and Lifestyle

Winner: *Obrigado*, The Publishing Partnership

Highly Commended: *ClassicFeel Magazine*, Desklink Media

Annuals, Directories, Product Guides and Supplements

Winner: *Plascon Colour*, New Media

Highly Commended: *Pezula*, New Media

BUSINESS-TO-BUSINESS MAGAZINE AWARDS

Farming, Agricultural Produce and Equipment, Irrigation and Horticulture

Winner: *The Dairy Mail*, AgriConnect

Civil Engineering, Building and Infrastructural Development

Winner: *IMIESA*, 3S Media

Highly Commended: *Leading Architecture and Design*, Primedia Publishing

Electrical and Electronics Engineering

Winner: *Sparks Electrical News*, Crown Publications

Highly Commended: *SA Instrumentation and Control*, Technews

Business Management and Communications

Winner: B&and, Brand Africa Media

Hospitality, Travel and Tourism

Winner: Southern Africa's Travel News Weekly, Now Media

Medical, Rescue, Safety and Security

Winner: TLC, Picasso Headline

Other Specialist Titles

Winner: RB Magazine, Lindiwe Communications

Highly Commended: Pursuit, Johncom Media Magazine Division

Highly Commended: De Rebus, The SA Attorney's Journal, Law Society of South Africa

Annuals, Special Editions, Product Guides and Supplements

Winner: MIMS Guide to OTC Products 2006, Johncom Media Magazine Division

Highly Commended: MIMS Desk Reference (MDR) 2006, Johncom Media Magazine Division

Highly Commended: Digest of South African Architecture, Picasso Headline

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