

# All the 2009 *AdVantage* AdMag winners



By [Simone Puterman](#): editor-at-large

14 May 2010

"I am deeply humbled by this honour and will treasure this day for the rest of my life," veteran journalist Tony Koenderman told the audience after being honoured as a Lifetime Achiever at the 2009 *AdVantage* AdMag Awards at Moyo Zoo Lake in Johannesburg, yesterday, Thursday, 13 May 2010.



The *AdVantage* AdMAG Awards have become a sought-after accolade for magazines in the consumer magazine industry in South Africa and recognise the editorial skill of the editors in steering their magazine brands to publishing success. The emphasis is on editorial strategy, content, innovation and excellence.

Last year *AdVantage* added a new category: the Innovative Digital Publishing Award to recognise the publisher which has successfully launched an online edition of their magazine. This award was again sponsored by Bizcommunity.com this year.

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

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## ABOUT SIMONE PUTERMAN: EDITOR-AT-LARGE

Simone Puterman (@SimoneAtLarge) is currently editor-at-large at Marklives.com and deputy chair of the Sanef online editors subcommittee. After majoring in psychology and linguistics at Rhodes University, and then completing her honours in psychology, she has been in the world of B2B publishing since 1997, with 7.5 year stints at both WriteStuff Publishing and Bizcommunity.com (March 2006-August 2013). Email her at [simone@marklives.com](mailto:simone@marklives.com).

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