



Media Release

Thursday 10th November 2010

GOOD MAGAZINE NAMED COVER OF THE YEAR AT THE MAGGIES

Good Magazine (December/January 2011 issue) has beaten off fierce competition to be hailed as winner of The Maggies: Magazine Cover of the Year 2011. The cover features a stunning image of a handmade pohutukawa wreath evoking the Kiwi Christmas spirit, and beat titles across all five categories, to be crowned overall Magazine Cover of the Year, as well as winning the Lifestyle category.



Category winners:

Best Magazine Cover of the Year & Lifestyle Winner – *Good* (Dec/Jan 2011)

Business & Trade Winner – *Landscape Architecture NZ* (November 2010)

Food & Wine Winner – *Healthy Food Guide* (December 2010)

Specialist Winner – *NZ Geographic* (May/June 2011)

Sports Winner – *CURL Magazine* (June 2011)



Good Magazine's editor, Sarah Heeringa, said of the accolade "For this cover we brought together a beautiful woman, a classic weatherboard house and a stunning Pohutukawa wreath to best capture the essence of Kiwi summer Christmas celebrations. We're thrilled with The Maggies win – the fourth award for this particular issue of *Good*, including Best Magazine Design, Canon Media Awards 2011 as well as Best Relaunch and Best Cover Design (Special Interest category), Magazine Awards 2011."

"The winning cover combined the talents of *Good's* Art Director, Sally Fullam, our stylist and model, Sarah James, and the photographer Toaki Okano," said Heeringa.

Initiated by online subscription company, iSUBSCRiBE, the covers entered in The Maggies were shortlisted by a panel of industry heavyweights, Chaired by Executive Director of the Magazine Publishers Association in New Zealand, John McClintock. This shortlist was then put to a public vote via www.themaggies.co.nz, where over 20,000 votes were cast during a six week period.

McClintock said of the winning cover, "*Good Magazine's* cover has been beautifully executed, combining a festive summer image with a strong, clear cover line. The message is clear, there is no clutter, this is a great execution of a cover!"

Publishers were encouraged to donate to children's charity, Cure Kids, plus everyone who voted received a \$5 iSUBSCRiBE gift voucher, with \$1 from magazine subscriptions purchased with this voucher going to charity. Over \$3,000 has been raised so far, with this figure set to rise.

ENDS.

About iSUBSCRiBE

iSUBSCRiBE is the leading and most comprehensive online magazine and newspaper subscription superstore, currently operating in 3 countries - New Zealand, Australia and the UK. iSUBSCRiBE represents over 800 publishing clients worldwide & lists subscriptions for nearly 3,800 different titles - the largest range of any company in our field. iSUBSCRiBE'S development of The Maggies shows the company's commitment to improving the popularity of New Zealand's great magazine publishing industry.

About Cure Kids

Cure Kids (previously Child Health Research Foundation) was founded by Rotary and established over 30 years ago to address the lack of research into the life-threatening childhood diseases and conditions affecting New Zealand children and their families. Since then, they have invested over \$25 million in medical research. This research has helped save thousands of young lives and has improved the quality of life for thousands more children.

For more information please contact Paula Vinogradov, iSUBSCRiBE Ltd on telephone +612 9251 3500, mobile +61 404 862 933 or email paula@themaggies.com.au



The Maggies © iSUBSCRiBE Pty Ltd