



Media Release

Friday 16th September 2011

THE MAGAZINE COVER OF THE YEAR AWARDS SHORTLIST ANNOUNCED!

Sydney (16 September 2011) – A forever young Elizabeth Taylor meets our gaze, lips slightly parted, on the cover of *Woman's Day*; while an ethereal Cate Blanchett stares out from a stylish black and white shot on *Harper's Bazaar*, and Jessica Marais, Jennifer Hawkins and Natalie Imbruglia gaze seductively up from the deck of an old-fashioned speedboat on the cover of *WHO*.

On *TRACKS*, a strong black and white image of Andy Irons captures the reader for the tribute issue, while *WAVES* questions what surfing would be like without Kelly Slater, and presents us with a close-up of those piercing blue eyes. These are just some of the images that are fighting it out to win the Best Magazine Cover in their respective categories, plus the coveted Magazine Cover of the Year Award in this year's 2011 consumer awards, *The Maggies*.

A panel of industry heavyweights gathered to select a shortlist of 5 covers per category from the nominated entries. This panel included:

- Steve Allen, Managing Director of Fusion Strategy
- Stephen Brook, Media Editor of *The Australian* newspaper
- Andrew Burge, CEO & Founder of iSUBSCRIBE Pty Ltd
- Ita Buttrose, Youngest-ever Editor of the *Australian Women's Weekly* & first female Australian newspaper editor
- Andrew Cowell, Media Consultant
- Louisa Hatfield, Executive Producer, *Mornings with KAK*
- Deborah Hutton, Media Personality and Camp Quality Ambassador
- Paula Joye, Journalist & Editor www.lifestyled.com.au
- Chris Llewellyn, President & CEO of FIPP (the world trade magazine association)

The general public will now vote for their favourite covers over the next six weeks as the voting goes live at www.themaggies.com.au

Ita Buttrose, Chair of the judging panel, said of the awards, "The Maggies are an exciting addition to Australia's diverse magazine industry. I love the idea of consumers having their say about what

makes a good cover. It's an excellent initiative of iSUBSCRiBE and I'm delighted they had the foresight to bring The Maggies to Australia following their success in the UK."

"Choosing the cover is one of the most challenging tasks a magazine editor has but when you get it right, it's also the most exhilarating. A cover must have what I call the "WOW factor." It needs to grab attention and say to the reader PICK ME UP – NOW!"

The overall winner and individual category winners will be announced during the first week of November 2011.

The public will be incentivised to vote for their favourite magazine cover with a reward of a \$5 iSUBSCRiBE gift voucher. The voucher may be redeemed against iSUBSCRiBE's entire range of over 2,500 magazine and newspaper subscriptions. In addition, \$1 from every subscription sold using the iSUBSCRiBE gift vouchers will be donated to children's cancer charity, *Camp Quality*. Over \$17,000 was raised in 2010.

The shortlist consists of:

Business & Trade

Qantas The Australian Way (June 2011)
Australian Business Solutions (Dec/Jan 2011)
Money (March 2011)
Financial Review Smart Investor (March 2011)
Financial Review Smart Investor (April 2011)

Food & Wine

Masterchef (May 2011)
Selector (Winter/May 2011)
Selector (Autumn/March 2011)
donna hay magazine (Jun/Jul 2011)
donna hay magazine (Feb/Mar 2011)

Lifestyle

Australian Men's Fitness (April 2011)
The Australian Women's Weekly (May 2011)
GQ Magazine (Dec/Jan 2011)
The Week (18/3/2011)
Royal Auto (April 2011)

Specialist

Crikey! Magazine (1st Mar 2011)
Positive Living (Autumn 2011)
Australian Guitar (May 2011)
Limelight (Dec 2010)
CHOICE (June 2011)

Fashion, Health & Beauty

Vogue Australia (March 2011)
Cosmopolitan (Nov 2010)
marie claire (Sept 2010)
Harper's Bazaar (May 2011)
InStyle (June 2011)

House & Garden

Real Living (Jan/Feb 2011)
Vogue Living (Sep/Oct 2010)
Burke's Backyard (Feb 2011)
House & Garden (April 2011)
Australian Handyman (May 2011)

Science, Technology & Nature

touch (May 2011)
Powertorque (April/May 2011)
ECOcar Magazine (Dec/Jan 2011)
Wildlife Australia (Winter 2011)
Wild Life (Autumn 2011)

Sports

AFL Record (August 20-22, 2010)
Waves (Dec 2010)
TRACKS (Jan 2011)
Sails (Feb/March 2011)
Transfer Snowboard (June 2011)

Youth & Pop Culture

Just Kidding (Dec 2010)
Total Girl (Nov 2010)
Music Australia Guide (MAG) (July 2010)
DISNEY (May 2011)
Triple J Magazine (April 2011)

Travel

Qantas The Australian Way (Dec 2010)
Australian Traveller (April/May 2011)
Destinations Victoria (2010-2011)
Get Lost (Issue 28 March 2011)
Get Lost (Issue 27 Dec 2010)

Weeklies

Take 5 (6 Oct 2010)
WHO Magazine (6 Dec 2010)
FAMOUS (13/9/2010)
New Idea (9 May 2011)
Woman's Day (4 April 2011)

ENDS.

About iSUBSCRIBE

iSUBSCRIBE is the leading and most comprehensive online magazine and newspaper subscription superstore, currently operating in 3 countries - Australia, New Zealand and the United Kingdom. Representing over 800 publishing clients worldwide and listing subscriptions for nearly 3,800 different titles - iSUBSCRIBE has the largest range of any company in our field. A privately owned and proudly Australian company, its development of The Maggies shows the company's commitment to improving the popularity of Australia's great magazine publishing industry.

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