



Media Release

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WOMAN'S DAY AWARDED COVER OF THE YEAR!

Woman's Day (April 4, 2011 issue) has beaten off fierce competition to be hailed as winner of The Maggies: Magazine Cover of the Year 2011. The stunning cover featuring a young Elizabeth Taylor, beat titles across all eleven categories to be crowned overall Magazine Cover of the Year, as well as winning the Weeklies category.



Category winners are:

- Overall Winner & Weeklies Winner – *Woman's Day* (April 4, 2011)
- Business & Trade Winner - *Australian Business Solutions* (Dec/Jan 2011)
- Fashion, Health & Beauty Winner – *Harper's Bazaar* (May 2011)
- Food & Wine Winner - *donna hay* (Feb/Mar 2011)
- House & Garden Winner – *Vogue Living* (Sept/Oct 2010)
- Lifestyle Winner – *The Australian Women's Weekly* (May 2011)
- Science, Tech & Nature Winner – *Wild Life* (Autumn 2011)
- Specialist Winner - *CHOICE* (June 2011)
- Sports Winner – *Transfer Snowboard Magazine* (June 2011)
- Travel – *Get Lost* (Issue 28 March 2011)
- Youth & Pop Culture Winner - *Total Girl* (November 2010)



The iconic weekly magazine proved that less is more amidst a sea of busy covers, and that this stunning photograph of Elizabeth Taylor and minimal cover lines was what it takes to catch the readers' attention.

Phil Scott, Managing Director of ACP Magazines, said of the magazines win, "The cover is our most effective and important marketing tool and these well-deserved winners reflect the depth of talent we have at ACP Magazines. It has been a great year for *Woman's Day*, *The Australian Women's Weekly* and *HARPER'S BAZAAR*, with all three magazines responding brilliantly and often in record time to the big events, people and stories of 2011 – in particular the royal wedding and the death of Hollywood legend, Liz Taylor.

“Congratulations to the teams who work on these titles. We appreciate and thank The Maggies for recognizing and celebrating the creativity, collaboration and effort that goes into creating an outstanding magazine cover,” he added.

Publisher of *Woman’s Day*, Robyn Foyster, said of the accolade, “We are delighted that *Woman’s Day* won The Maggies prestigious Cover of the Year award, especially given it’s voted on by the public. *Woman’s Day* is an iconic magazine so it was only fitting that Australia’s number one selling weekly produced an iconic cover to mark the life of Hollywood legend Elizabeth Taylor.

“*Woman’s Day* Editor Fiona Connolly and her designer Derek Balment nailed a great execution in very limited time. By having the confidence to only run one bold and breathtaking image of the movie icon, they separated *Woman’s Day* from the rest of the pack on the busy newsstands and as a result the magazine enjoyed staggering sales. I would like to thank iSUBSCRIBE for putting together such a great award and the judging panel chaired by Ita Buttrose,” said Foyster.

Initiated and sponsored by online subscription company, iSUBSCRIBE, the covers entered in The Maggies were shortlisted by a panel of industry heavyweights, chaired by Ita Buttrose. This shortlist was then put to a public vote via www.themaggies.com.au, where over 75,000 votes were cast during a six week period.

Ita Buttrose, chair of the judging panel, said of the winning cover, “The *Woman’s Day* cover has the WOW factor, the essential element for a successful cover. Elizabeth Taylor is in a class of her own, and the photographer captures her extraordinary beauty, the reader would be captivated. Simple cover lines promise photographs that haven’t been seen before, plus an Australian link through the star’s nanny. So it’s not just another story about Elizabeth Taylor, but a tribute that promises to reveal things about the star that readers didn’t know. That’s excellent! The reader just has to pick up the magazine and turn the pages. This is a very good execution of a cover!”

“Overall, the covers showed some interesting originality and like last year’s inaugural awards I was struck by the versatility of the entries. I’d like the editors to put more effort into their cover lines though – they need to be punchier and shorter. Cover lines must grab readers’ attention! Many of the entries failed to do this,” Buttrose said of this year’s entries.

Publishers were encouraged to donate to children’s cancer charity, Camp Quality, plus everyone who voted received a \$5 iSUBSCRIBE gift voucher, with \$1 from each magazine subscription purchased using the voucher going to charity. Over \$22,000 has been raised so far, with this figure set to rise.

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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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