



Media Release

Monday 21<sup>st</sup> June 2010

## GQ NAMED COVER OF THE YEAR AT THE MAGGIES

**London, UK (21 June, 2010):** Beating off fierce competition by titles as varied as Metal Hammer, New Scientist and the Beano, men's luxury fashion magazine, *GQ*, won two awards at this year's The Maggies, scooping the top honour of Best Cover of the Year, as well as Best Fashion Cover, for their September 2009 issue, featuring a seductive Sienna Miller. The winners were today announced online at [www.themaggies.co.uk](http://www.themaggies.co.uk)



### Category winners:

- Overall Winner – *GQ* (September 2009)
- Entertainment Winner – *Metal Hammer* (December 2009)
- Fashion Winner – *GQ* (September 2009)
- Lifestyle Winner – *FHM* (October 2009)
- Specialist Winner – *New Scientist* (5<sup>th</sup> December 2009)
- Sport Winner – *Whitelines* (January 2009)
- Technology Winner – *Wired* (June 2009)
- Trade Winner – *Marketing Week* (10<sup>th</sup> December 2009)
- Youth Winner – *Beano* (October 2009)



Editor Dylan Jones said, "I'm thrilled that *GQ* has won this prestigious award. I like to think that *GQ* puts more effort into its covers than any of its competitors, and it's fabulous that we have been recognised in this way. Creative Director Paul Solomons did a great job. We had a sensational subject, a world class photographer and a smart idea. And the issue was one of our most successful of the year. So thank you!"

The monthly men's title fought off stiff competition, in the fashion category, from *Vogue*, *Stylist*, *LOOK* and *Harper's Bazaar* to also be named Winner of the Best Fashion Cover.

*GQ* chose the English beauty to front the September issue believing she epitomised their winning strength of character. Charlotte Zamani, Managing Editor of *GQ*, said of the cover, "At a time when 'flat was the new up', *GQ* grew by 8% at the UK newsstand and now outsells the main competitor by 2-1, making it the pre-eminent title in the luxury men's lifestyle sector and taking home 45 per cent of the men's lifestyle advertising. We made [Sienna Miller] one of our best-selling covers of 2009, a year best forgotten by some, maybe, but another memorably successful one for *GQ*."

Initiated by online subscription company, iSUBSCRIBE, and supported by the PPA, the UK's trade

association; the awards were open to all UK print magazines cover-dated 2009. Nominated covers were shortlisted by a panel of industry heavyweights, including twice voted 'Magazine Editor of the Year' Peter Jackson; Eve Pollard, second ever female editor of a national newspaper in the UK; Peter Genower, ex editor of *Chat*, *TV Times* and *What's On TV*; Barry McIlheney, CEO of the PPA; Sally Cartwright, ex-Publishing Director of *HELLO!*; Harriet Dennys, editor of *MediaWeek*; Chris Llewellyn, President and CEO of FIPP; Jim Bilton, Managing Director of Wessenden Marketing; and Andrew Burge, CEO of iSUBSCRIBE.

This shortlist was then put to a public vote, where over 40,000 votes were cast during a six week period. Judging panel chairman, Jim Bilton, said of the winning cover, "So good, it looks completely effortless, but a great deal of skill has gone into the execution of a cover which combines beautiful photography and strong coverlines. Not as obviously dramatic as some of the other entries, yet this is actually a textbook example of great cover design."

Visit the winner's gallery at [www.themaggies.co.uk](http://www.themaggies.co.uk)

The Maggies campaign raises money for children's charity, Rays of Sunshine. All money raised goes directly to help put a smile on the face of children in the UK who are living with serious or life-threatening illnesses.

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