

Mercedes leads NMP's victory lap at the SA Publication Forum Awards

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Mercedes, the customer magazine for Mercedes-Benz South Africa, has taken the overall prize of Best Corporate Publication at the 2009 SA Publication Forum Awards.



The elegant quarterly magazine published by New Media (NMP) also took honours in three other categories: Best External Publication, Excellence in Design and Excellence in Communication. The competition attracted almost 130 publications with the aim of celebrating excellence in corporate publications.

Says *Mercedes* publishing director, Andrew Nunneley, "We are thrilled with *Mercedes*' clean-up in these important awards. Thanks to a talented editorial team, led by ace editor Adelle Horler and a client with a deep understanding of its brand and customers, we have managed to keep *Mercedes* fresh and relevant - even after six years of publishing the title. And with the launch last month of the first ever custom digi-mag for a South African motoring company, things are getting even more exciting for Mercedes."

HIP2B² also featured prominently on the winners' list, receiving runner-up awards for Best Corporate Publication, Best External Magazine and Excellence in Communication, and tied in third position for Excellence in Writing. The smartest magazine on the planet also received certificates for Excellence in Writing and Excellence in Design.

NMP MD, Bridget McCarney comments: "From science to motoring; whether it's a print or digital product, our NMP team covers a number of disciplines and industries. It's great when we come first, but even better when we are first, second and third." NMP dominated the Excellence in Communication category with *Mercedes* and *HIP2B²* taking the first two spots and *Juice for Mango* taking third. The in-flight magazine was also awarded a certificate for Excellence in Writing.

Other titles in the stable that won awards include Page for Media24 Magazines, which tied in second place for Best Electronic Publication. The *Edgars Club* magazine for the Edgars Club received certificates for Excellence in Writing and Excellence in Design, while *Roots* for FNB was a finalist for Best Internal Magazine and Most Improved Publication. The internal magazine was also recognised with a certificate for Excellence in Design.

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