

All the 2009 MPASA PICA winners

Held last night Thursday, 26 November 2009, at Emperors Palace, Johannesburg, the big overall winners at the 2009 Magazine Publishers' Association of SA (MPASA) PICA Awards were magazines *Sarie Kos*, *Woolworths TASTE*, *Leadership*, *Sarie* and editor Esmaré Weideman.



Confidence, determination and home-grown innovation, according to the 2009 PICA Awards Committee, are the fundamental elements behind the success of the South African magazine industry this year.

“Overall, the judges were very impressed with the high standard of entries across all categories particularly in what is a challenging time for magazines,” said MPASA GM Melony Boucher.

Approximately 40 years in existence, the PICA Awards have undergone various changes since its inception but its focus is still on rewarding outstanding editorial and publishing excellence in the South African magazine industry.

The complete list of 2009 PICA Awards winners is as follows:

Customer Publishing Excellence	Retail and Consumer Goods	Winner	Woolworths TASTE	New Media
Customer Publishing Excellence	Retail and Consumer Goods	Highly Commended	Pick n Pay Fresh Living	John Brown Publishing
Customer Publishing Excellence	Retail and Consumer Goods	Highly Commended	Jet Club	The Publishing Partnership
Customer Publishing Excellence	Leisure and Lifestyle	Winner	Obrigado	The Publishing Partnership
Customer Publishing Excellence	Leisure and Lifestyle	Highly Commended	Mercedes	New Media
Customer Publishing Excellence	Leisure and Lifestyle	Highly Commended	Plascon Colour	New Media
Customer Publishing Excellence	Essential and Professional Services	Winner	Hip2B2	New Media
Customer Publishing Excellence	Essential and Professional Services	Highly commended	JSE	Highbury Safika Media
Customer Publishing Excellence	Essential and Professional Services	Highly commended	Wild	TIP Publishing

Customer Publishing Excellence	Annual, Directories, Product Guides and Special Editions	Winner	Signature	Highbury Safika Media
Customer Publishing Excellence	Cover	Winner	Business Day Sport Monthly	Highbury Safika Media
Customer Publishing Excellence	Cover	Highly commended	AbouTime	TCB Publishing
Customer Publishing Excellence	Special Award		Business Day Sport Monthly	Highbury Safika Media
Customer Publishing Excellence	Special Award		Private Edition	The Publishing Partnership
B2B Publishing Excellence	Travel, Business Tourism, Hospitality and Recreation	Highly commended	Explore SA	Cape Media Corporation
B2B Publishing Excellence	Essential Services	Winner	Sea Rescue	The Publishing Partnership
B2B Publishing Excellence	Essential Services	Highly commended	Delivery	String Communication
B2B Publishing Excellence	Professional Services	Winner	Leadership	Cape Media Corporation
B2B Publishing Excellence	Professional Services	Highly commended	The Media	Wag the Dog Publishers
B2B Publishing Excellence	Industries	Winner	The Dairy Mail	Agri Connect
B2B Publishing Excellence	Industries	Highly commended	SAMning	Avusa Media
B2B Publishing Excellence	Construction, Engineering and Related Industries	Winner	Civil Engineering	SA Institution of Civil Engineering
B2B Publishing Excellence	Construction, Engineering and Related Industries	Highly commended	Leading Architecture & Design	Primedia Publishing
B2B Publishing Excellence	Cover	Winner	The Dairy Mail	Agri Connect
B2B Publishing Excellence	Cover	Highly commended	RiskSA	Cosa Communications
Consumer Publishing Excellence	General Interest	Winner	Sarie	Media24 Magazines
Consumer Publishing Excellence	General Interest	Highly commended	Rooi Rose	Caxton Magazines
Consumer Publishing Excellence	General Interest	Highly commended	Femina	Media24 Magazines
Consumer Publishing Excellence	International General Interest	Winner	Seventeen	8Ink Media
Consumer Publishing Excellence	International General Interest	Highly commended	Popular Mechanics	Ramsay Media
Consumer Publishing Excellence	Special Interest	Winner	ZigZag	Atoll Media
Consumer Publishing Excellence	Special Interest	Highly commended	Weg!/Go!	Media24 Magazines
Consumer Publishing Excellence	International Special Interest (male and female)	Winner	Entrepreneur	Smart Business Solutions
Consumer Publishing Excellence	International Special Interest (male and female)	Highly commended	Stuff	Avusa Media
Consumer Publishing Excellence	International Special Interest (male and female)	Highly commended	Shape	Touchline Media
Consumer Publishing Excellence	Décor, Crafts, Food & Gardening	Winner	Elle Decoration	Avusa Media
Consumer Publishing Excellence	Décor, Crafts, Food & Gardening	Highly commended	MSI	New Media
Consumer Publishing Excellence	Décor, Crafts, Food & Gardening	Highly commended	SA Garden & Home	Caxton Magazines
Consumer Publishing Excellence	Décor, Crafts, Food & Gardening	Highly commended	Sarie Kos	Media24 Magazines
Consumer Publishing Excellence	Annuals, Directories, Product Guides and Special Editions	Highly commended	Onthaal Idees/Entertainment Ideas	Media24 Magazines
Consumer Publishing Excellence	Supplements	Winner	MSI: The 2008 Bathroom & Kitchen Report	New Media

Consumer Publishing Excellence	Supplements	Highly commended	Psychologies: The Little Book of Wisdom	Media24 Magazines
Consumer Publishing Excellence	Supplements	Highly commended	Seventeen: deluxe	Media24 Magazines
Consumer Publishing Excellence	Cover	Winner	Classicfeel May 2009, DeskLink Media	
Consumer Publishing Excellence	Cover	Highly commended	Sarie June 2009	Media24 Magazines
Consumer Publishing Excellence	Special Award		The Property Magazine	
Overall Publishing Excellence	Philip Tyler Trophy: Launch/Relaunch	Winner	Sarie Kos	Media24 Magazines
Overall Publishing Excellence	Philip Tyler Trophy: Launch/Relaunch	Highly commended	Bravo	New Media
Overall Publishing Excellence	Philip Tyler Trophy: Launch/Relaunch	Highly commended	Advantage	Primedia Publishing
Overall Publishing Excellence	Philip Tyler Trophy: Launch/Relaunch	Highly commended	Wrapped	Wrapped Magazine Ltd
Overall Publishing Excellence	Online Solution	Winner	www.fin24.com	Media24 Magazines
Overall Publishing Excellence	Online Solution	Highly commended	www.kickoff.com	
Overall Publishing Excellence	Online Solution	Highly commended	www.seventeen.co.za	
Editorial Excellence Awards	Columnist of the Year	Winner	Dana Snyman, "Die mense van die padkamp"	Weg!/Go!
Editorial Excellence Awards	Columnist of the Year	Highly commended	Mariëtte Crafford, "Opskeploer"	Rooi Rose
Editorial Excellence Awards	Trade & Industry Writer of the Year	Winner	Irma Venter, "Tolling Tensions"	Engineering News
Editorial Excellence Awards	Travel Writer of the Year	Winner	Dana Snyman, "Op die koue spoor van klein Klara Majola"	Weg!/Go!
Editorial Excellence Awards	Travel Writer of the Year	Highly commended	Aison Westwood, "The indri and me"-Getaway magazine	
Editorial Excellence Awards	Travel Writer of the Year	Highly commended	Justin Fox, "In the footsteps of Marco Polo"	Getaway magazine
Editorial Excellence Awards	Clicks ClubCard Health & Wellness Writer of the Year	Winner	Hannelie Booyens, "Detoks met voete van klei"	Huisgenoot/You
Editorial Excellence Awards	Clicks ClubCard Health & Wellness Writer of the Year	Runner-up:	Elise-Marie Tancred, "Dark future"	Huisgenoot Pols/You Pulse
Editorial Excellence Awards	Visual Production of the Year	Winner	Georgia Gardner, "Wild, wild West"	Obrigado
Editorial Excellence Awards	Visual Production of the Year	Runner-up:	Tina-Marie Malherbe and Dirk Pieters, "Africa rules"	MSI
Editorial Excellence Awards	Visual Production of the Year	Runner-up:	Corien Loubser, "'n groen aarde"	Bravo
Editorial Excellence Awards	Designer of the Year	Winner	Georgia Gardner, "Cover and intro page series"	Obrigado
Editorial Excellence Awards	Designer of the Year	Highly commended	Rory Ross, "Hero humbled"	SA Cricket
Editorial Excellence Awards	Designer of the Year	Highly commended	Etienne Hanekom and Alex Latimer, "Cover and sections"	MSI
Editorial Excellence Awards	Feature Writer of the Year	Winner	Catherine Eden, "Lost in the Mist"	Femina
Editorial Excellence Awards	Feature Writer of the Year	Highly commended	Nico van Burick, "Mens, dier ly in verskeurde Zim"	Landbouweekblad
Editorial Excellence Awards	Profile Writer of the Year	Winner	Sean Woods, "Modern Mystic"	Popular Mechanics
Editorial Excellence Awards	Public Interest Writer of the Year	Winner	Michelle Matthews, "How now brown cow"	Fairlady
Editorial Excellence Awards	Public Interest Writer of the Year	Highly commended	Siyabonga Kamnqa, "Forced to marry a stranger"	Drum
Editor of the Year	Customer Editor of the Year	Winner	Sumien Brink, Woolworths TASTE	New Media
Editor of the Year	Business-to-Business Editor of the Year	Winner	Robbie Stammers, Leadership	Cape Media Corporation

Editor of the Year	Jane Raphely Consumer Editor of the Year	Winner	Esmaré Weideman, Huisgenoot/YOU/DRUM	Media24 Magazines
Magazine of the Year	Customer Magazine of the Year	Winner	Woolworths TASTE	New Media
Magazine of the Year	Business-to-Business Magazine of the Year	Winner	Leadership	Cape Media Corporation
Magazine of the Year	Consumer Magazine of the Year	Winner	Sarie	Media24 Magazines

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