



## **Congratulations to the winners of the 2010 Magnum Opus Awards!**

When we established the Magnum Opus Awards, our goal was to provide a unique means of evaluating and celebrating the best in custom publications, one that would set the quality bar for our industry. This year, the caliber of the more than 550 entries has demonstrated the success of that endeavor.

Professors from the Missouri School of Journalism and leading custom-publishing professionals who specialize in particular content or design areas judge the awards based on a defined set of criteria specific to each of the categories. Using a 0-to-50 scale for each criterion, judges consider such elements as informational and entertainment value, quality of writing and display copy, creative use of imagery and typography, and consistency of color palette and style.

**This is an interactive PDF.**

**Click on any of the categories below to view the winners' information for that category.  
You may also scroll to browse the full winners' list.**

### **2010 GRAND AWARD WINNERS**

[Print Magazine - External Audience](#)  
[Print Magazine - Internal Audience](#)  
[Print Newsletter - External Audience](#)  
[Print Newsletter - Internal Audience](#)  
[Other Print Publication - External Audience](#)  
[Other Print Publication - Internal Audience](#)  
[Print Annual Report](#)  
[Web-based or Other Electronic Annual Report](#)  
[Web-based or Other Electronic Publication](#)  
[Video - External Audience](#)  
[Video - Internal Audience](#)  
[Video Series - External Audience](#)  
[Best Integration of Social Media](#)

### **2010 PRINT MAGAZINE WINNERS**

[Best Overall Editorial](#)  
[Best Editorial - New Publication](#)  
[Most Improved Editorial](#)  
[Best Coverlines](#)  
[Best CEO/Executive Letter](#)  
[Best Feature Article](#)  
[Best Series of Articles](#)  
[Best How-To Article](#)  
[Best Interview or Profile](#)  
[Best Signed Editorial or Essay](#)  
[Best Regularly Featured Dept., Section, or Column](#)  
[Best Public Service Series or Article](#)

### **2010 PRINT MAGAZINE WINNERS (cont...)**

[Best CSR/Green Series or Article](#)  
[Best News Story](#)  
[Best Sidebar](#)  
[Best Call to Action Copy](#)  
[Best Overall Design 4+ color](#)  
[Best Design - New Publication](#)  
[Most Improved Design](#)  
[Best Cover](#)  
[Best TOC Design](#)  
[Best Feature Design](#)  
[Best Column/Department Design](#)  
[Best Use of Illustration - Single Feature](#)  
[Best Use of Illustration - Overall Publication](#)  
[Best Info Graphics](#)  
[Best Use of Photography - Single Feature](#)  
[Best Use of Photography - Overall Publication](#)  
[Best Use of Typography - Single Feature](#)  
[Best Use of Typography - Overall Publication](#)  
[Best House Ad Design](#)  
[Best Special-Topic Issue](#)

### **2010 PRINT NEWSLETTER WINNERS**

[Best Overall Editorial](#)  
[Best Editorial - New Publication](#)  
[Best Feature Article](#)  
[Best Series of Articles](#)  
[Best How-To Article](#)

## **2010 PRINT NEWSLETTER WINNERS (cont...)**

**Best Interview or Profile**  
**Best Regularly Featured Dept., Section, or Column**  
**Best Public Service Series or Article**  
**Best News Story**  
**Best Overall Design 4+ color**  
**Most Improved Design**  
**Best Cover**  
**Best Feature Design**  
**Best Use of Illustration - Overall Publication**  
**Best Use of Photography - Single Feature**

## **2010 OTHER PRINT PUBLICATION WINNERS**

**Best Overall Editorial**  
**Best Editorial - New Publication**  
**Best Feature Article**  
**Best Series of Articles**  
**Best How-To Article**  
**Best Interview or Profile**  
**Best Public Service Series or Article**  
**Best CSR/Green Series or Article**  
**Best Media Kit Editorial**  
**Best Overall Design 4+ color**  
**Best Design - New Publication**  
**Best Cover**  
**Best Calendar Design**  
**Best Supplement, Annual, or One-Shot**

## **2010 PRINT ANNUAL REPORT WINNERS**

**Best Overall Editorial**  
**Best CEO/Executive Letter**  
**Best Overall Design 4+ color**  
**Best Overall Design 1-3 color**  
**Best Use of Photography - Overall Publication**

## **2010 ELECTRONIC PUBLICATION OR WEB SITE WINNERS**

**Best Overall Editorial**  
**Best Editorial - New Publication**  
**Best Feature Article**  
**Best Series of Articles**  
**Best News Story**  
**Best Overall Design**  
**Best Design - New Publication**  
**Most Improved Design**  
**Best Use of Photography - Single Feature**  
**Best Publication Companion Web Site Design**

## **2010 ELECTRONIC ANNUAL REPORT WINNERS**

**Best Overall Design**

## **2010 ALL-AROUND PUBLICATION WINNERS**

**Best Association Publication**  
**Best Banking Publication**  
**Best Educational Publication**  
**Best Energy Producer Publication**  
**Best Engineering/Construction Publication**  
**Best Financial Services Publication**  
**Best Government Publication**  
**Best Hospitality Publication**  
**Best Insurance Publication**  
**Best Medical Publication**  
**Best Nonprofit Publication**  
**Best Public Utility Publication**  
**Best Retail Publication**  
**Best School/University Publication**  
**Best Technical/Scientific Publication**  
**Best Telecommunications Publication**  
**Best Tourism Publication**  
**Best Transportation Publication**

## **2010 INTERACTIVE PRODUCT WINNERS**

**Best Topic-Specific Video**  
**Best Executive Video**

## **2010 MARKETING OR STRATEGIC USE OF PUBLICATION/PRODUCT WINNERS**

**Best Publication/Product Promotional Campaign**  
**Best New Publication/Product Launch**  
**Best Use as Integrated Marketing Tool**

## 2010 GRAND AWARD WINNERS

### Print Magazine External Audience

#### Grand Winner

*Mariner*  
Story Worldwide  
Holland America Line

#### Special Recognition

*enRoute*  
Spafax Canada Inc  
*Lexus Magazine*  
Story Worldwide  
Lexus

### Print Magazine Internal Audience

#### Grand Winner

*Connect*  
Fox Chase Cancer Center

#### Special Recognition

*EMC.now Magazine*  
EMC Corporation  
*Graybar Outlook*  
Graybar

### Print Newsletter External Audience

#### Special Recognition

*Invest It's Your Future*  
Custom Solutions from SmartMoney  
Hewitt  
*Saving Today*  
Custom Solutions from SmartMoney  
The Hartford

### Print Newsletter Internal Audience

#### Special Recognition

*Advisor News*  
Pace Communications  
Wells Fargo Advisors

### Other Print Publication External Audience

#### Special Recognition

*NAIC Update*  
Deloitte LLP

### Other Print Publication Internal Audience

#### Grand Winner

*Graybar History Book*  
Graybar

### Print Annual Report

#### Grand Winner

*Where Solutions Start: 2008 Annual Report*  
PATH

### Web-based or Other Electronic Annual Report

#### Grand Winner

EPB 2009 Annual Report  
EPB

### Web-based or Other Electronic Publication External Audience

#### Special Recognition

*Saudi Aramco World*  
Saudi Aramco World

### Video External Audience

#### Special Recognition

DebitFacts.org Video Series  
PULSE

## 2010 GRAND AWARD WINNERS (cont...)

### Video Internal Audience

#### Grand Winner

Jimmy Dean Jimmy D's Sales Video  
Launch Creative Marketing  
Sara Lee Food & Beverage

#### Special Recognition

Cash America 25th Anniversary  
Cash America International

### Video Series External Audience

#### Grand Winner

Meet the Masters: Videos  
Rodale Custom Publishing  
Nissan

#### Special Recognition

50th Anniversary Gala Preview  
Art Van Furniture  
Fluid Therapy Videos  
Advanstar Communications

### Best Integration of Social Media

#### Grand Winner

My Ad Council  
Meredith Integrated Marketing  
Ad Council

## 2010 PRINT MAGAZINE WINNERS

### Best Overall Editorial

#### Gold

*ACCESS DIRECTV*  
Meredith Integrated Marketing  
DIRECTV

#### Silver

*Mariner*  
Story Worldwide  
Holland America Line

#### Bronze

*ON Magazine*  
EMC Corporation

#### Honorable Mention

*Acura Style*  
Acura/Javelin Custom Publishing  
*College of Charleston Magazine*  
College of Charleston  
*Lexus Magazine*  
Story Worldwide  
Lexus

### Best Editorial - New Publication

#### Honorable Mention

*The Cash American*  
Cash America International

### Most Improved Editorial

#### Gold

*Mariner*  
Story Worldwide  
Holland America Line

#### Silver

*USC Norris Cancer Report*  
USC Health Sciences Public Relations  
& Marketing

#### Bronze

*Inspired*  
Totem  
Sobeys

## 2010 PRINT MAGAZINE WINNERS (cont...)

### Best Coverlines

#### Honorable Mention

*Rouge*

Javelin Custom Publishing  
Procter & Gamble US

### Best CEO/Executive Letter

#### Gold

Too Much Stuff  
*World Vision*  
World Vision

#### Silver

Strikes are Job Killers  
*Washington Business Magazine*  
Association of Washington Business

#### Bronze

Welcome Letter/Built on Trust  
*Thrive*  
Gibbs & Soell  
Syngenta

### Best Feature Article

#### Gold

Writing the Book on Venice  
*Mariner*  
Story Worldwide  
Holland America Line

#### Silver

Vietnam Women's Memorial  
*American Journal of Nursing*  
American Journal of Nursing

#### Bronze

"Finishing Touch"  
*diane*  
Rodale Custom Publishing  
Curves International

### Best Feature Article (cont...)

#### Honorable Mention

Bangladesh's Audacity of Hope  
*Saudi Aramco World*  
Saudi Aramco World  
Five Days of Hunger  
*World Vision*  
World Vision  
Sky Scrapers  
*Zoom-Zoom Magazine*  
Mazda Canada  
Totem

### Best Series of Articles

#### Gold

Survival Guide for Challenging Times  
*Thrivent*  
Rodale Custom Publishing  
Thrivent Financial for Lutherans

#### Silver

Crossing the Great Divide;  
Connecting With Clients of Faith  
*Counseling Today*  
American Counseling Association

#### Bronze

50 Years in Government  
*Petir*  
Focus Publishing Ltd.

#### Honorable Mention

"The Happy Plan" feature package  
*diane*  
Rodale Custom Publishing  
Curves International  
Tough Jobs  
*Costco Today*  
Costco Wholesale

## 2010 PRINT MAGAZINE WINNERS (cont...)

### Best How-To Article

#### Honorable Mention

Keep it Legal: Using Stock Photos  
to Enhance Communications  
*ADA Times*  
American Dietetic Association

### Best Interview or Profile

#### Gold

When Love Isn't Enough  
*NC State*  
NC State Alumni Association

#### Silver

Bob Metcalfe on Standards, Serendipity,  
and Stubs  
*ON Magazine*  
EMC Corporation

#### Bronze

Anthony Bourdain, "One for the Road"  
*ACCESS DIRECTV*  
Meredith Integrated Marketing  
DIRECTV

#### Honorable Mention

All in the Family  
*diane*  
Rodale Custom Publishing  
Curves International  
René Syler: Taking Control of Her Health  
*Latitudes*  
HCP/Aboard Publishing  
American Eagle  
Stand Up and Hook Up  
*Costco Today*  
Costco Wholesale

### Best Signed Editorial or Essay

#### Silver

Words by Him, Music by Her  
*diane*  
Rodale Custom Publishing  
Curves International

### Best Signed Editorial or Essay (cont...)

#### Bronze

Who's Watching?  
*American Journal of Nursing*  
American Journal of Nursing

### Best Regularly Featured Department, Section, or Column

#### Gold

The Scorsese Selection  
*ACCESS DIRECTV*  
Meredith Integrated Marketing  
DIRECTV

#### Silver

Photo Tips  
*Endless Vacation*  
Story Worldwide

#### Bronze

A Day in the Life  
*Triumph*  
Pace Communications  
American Cancer Society

#### Honorable Mention

Member Connection  
*The Costco Connection*  
Costco Wholesale  
Origins of Beauty  
*Rouge*  
Procter & Gamble US  
Javelin Custom Publishing  
Small Law  
*ACC Docket*  
Association of Corporate Council

### Best Public Service Series or Article

#### Honorable Mention

All Dressed Up...With Someplace to Go!  
*Hearing Health*  
Deafness Research Foundation  
René Syler: Taking Control of Her Health  
*Latitudes*  
HCP/Aboard Publishing  
American Eagle

## 2010 PRINT MAGAZINE WINNERS (cont...)

### Best CSR/Green Series or Article

#### Gold

The Green Life  
*CAA Magazine*  
Totem  
Canadian Automobile Association

#### Silver

Eco Minded  
*INSIGHT*  
Illinois CPA Society

#### Bronze

IT and the Greener Future Issue  
*EDUCAUSE Review*  
EDUCAUSE

#### Honorable Mention

Local Co-Op News -  
"Green" Series on Energy-Efficient Homes  
*Cooperative Living*  
Northern Virginia Electric Cooperative  
Recognizing Green Employees  
*The Leader*  
Nexen

### Best News Story

#### Silver

What Made Boeing Look Elsewhere?  
*Washington Business Magazine*  
Association of Washington Business

#### Bronze

Employers Seek Workers' Comp Reform  
After Tax Hike Proposal  
*Washington Business Magazine*  
Association of Washington Business

#### Honorable Mention

America's Human Space Program  
May Die After Dottie Flies  
*Washington Business Magazine*  
Association of Washington Business

### Best Sidebar

#### Gold

Chilling Facts About Americans' Refrigerators  
*ADA Times*  
American Dietetic Association

### Best Call to Action Copy

#### Silver

10 Easy Ways to Help the Law School  
*Alumni Magazine & Dean's Report*  
Indiana University School of Law - Indianapolis

### Best Overall Design 4+ color

#### Gold

*enRoute*  
Spafax Canada Inc

#### Silver

*Mariner*  
Story Worldwide  
Holland America Line

#### Bronze

*MGZine*  
SPH Magazines Pte Ltd.

#### Honorable Mention

*Destination Hyatt 2010*  
HCP/Aboard Publishing  
Hyatt Hotels & Resorts  
*EasyJet Traveller*  
Ink Publishing  
EasyJet  
*Lexus Magazine*  
Story Worldwide  
Lexus

## 2010 PRINT MAGAZINE WINNERS (cont...)

### Best Design - New Publication

#### Silver

*MGZine*

SPH Magazines Pte Ltd.

#### Bronze

*Rouge*

Procter & Gamble US

Javelin Custom Publishing

#### Honorable Mention

*Cayman Airways Skies*

HCP/Aboard Publishing

Cayman Airways

### Most Improved Design

#### Silver

*Mariner*

Story Worldwide

Holland America Line

#### Bronze

*Toyota Connections*

Pace Communications

Southeast Toyota Distributor, LLC

#### Honorable Mention

*CAA Magazine*

Totem

Canadian Automobile Association

*Inspired*

Totem

Sobeys

*Singapore Nautilus*

SPH Magazines Pte Ltd.

### Best Cover

#### Gold

*Born Early*

Rodale Custom Publishing

MedImmune

#### Silver

*enRoute* (February 2009)

Spafax Canada Inc

### Best Cover (cont...)

#### Bronze

*in* (The Food Issue)

Spafax Medias y Publicidad Ltda.

#### Honorable Mention

*Hotline* (December 2009)

Ink Publishing

Virgin Trains

*in* (5th Anniversary Special)

Spafax Medias y Publicidad Ltda.

*in* (The Online Connection)

Spafax Medias y Publicidad Ltda.

### Best TOC Design

#### Honorable Mention

*Rouge*

Procter & Gamble US

Javelin Custom Publishing

### Best Feature Design

#### Gold

*Sitting Pretty*

*Destination Hyatt 2010*

HCP/Aboard Publishing

Hyatt Hotels & Resorts

#### Silver

*Sake - The Rise of Japanese Rice Wine*

*Destination/Destino Marriott 2010*

HCP/Aboard Publishing

Marriott Hotels

#### Bronze

*Let It Reign*

*ACCESS DIRECTV*

Meredith Integrated Marketing

DIRECTV

## 2010 PRINT MAGAZINE WINNERS (cont...)

### Best Feature Design (cont...)

#### Honorable Mention

Road Food Memories  
*Acura Style*  
Acura  
Javelin Custom Publishing  
Saint Shakira  
*Explore*  
HCP/Aboard Publishing  
Taca Airlines  
The Wolfman Cometh  
*Hemispheres*  
Ink Publishing  
United Airlines

### Best Column/Department Design

#### Silver

Grapes Defined  
*Publix Grape Magazine*  
Meredith Integrated Marketing  
Publix

#### Bronze

The Goods  
*Rouge*  
Procter & Gamble US  
Javelin Custom Publishing

#### Honorable Mention

Love Food  
*ADA Times*  
American Dietetic Association  
UpFront  
*Triumph*  
Pace Communications  
American Cancer Society

### Best Use of Illustration Single Feature

#### Gold

Istanbul To Tehran  
*J*  
Ink Publishing  
Jazeera Airways

### Best Use of Illustration Single Feature (cont...)

#### Silver

The Changing Face of Identity Theft  
*MetLife: Your Life Magazine*  
Meredith Integrated Marketing  
MetLife

#### Bronze

Paying for College  
*On Investing*  
Custom Solutions from SmartMoney  
Charles Schwab

#### Honorable Mention

The Party's Always on in Latin America  
*in*  
Spafax Medias y Publicidad Ltda.  
Restaurant Trends 2009  
*enRoute*  
Spafax Canada Inc

### Best Use of Illustration Overall Publication

#### Bronze

*Capital Acumen*  
Bank of America

#### Honorable Mention

*EDUCAUSE Review* (Learning Spaces Issue)  
EDUCAUSE

### Best Info Graphics

#### Silver

Selecting the National Teams  
*in*  
Spafax Medias y Publicidad Ltda.

#### Bronze

Stargazing Wines  
*in*  
Spafax Medias y Publicidad Ltda.

## 2010 PRINT MAGAZINE WINNERS (cont...)

### Best Use of Photography Single Feature

#### Gold

Five Days of Hunger  
*World Vision*  
World Vision

#### Silver

Enchanted Evening  
*Inspired*  
Totem  
Sobeys

#### Bronze

Buenos Aires social club  
*enRoute*  
Spafax Canada Inc

#### Honorable Mention

East of Everest  
*Acura Style*  
Acura  
Javelin Custom Publishing  
Kevin Bacon, "Art & Soul"  
*ACCESS DIRECTV*  
Meredith Integrated Marketing  
DIRECTV  
Sweet Retreat  
*Endless Vacation*  
Story Worldwide

### Best Use of Photography Overall Publication

#### Gold

*World Vision* ("Haunted by Hunger" Issue)  
World Vision

#### Silver

*Experience the British Virgin Islands 2010*  
HCP/Aboard Publishing  
BVI Chamber of Commerce  
and Hotel Association

#### Bronze

*Aeroplan Arrival* (Fall/Winter 2009)  
Totem  
Aeroplan

### Best Use of Typography Single Feature

#### Honorable Mention

Tiger Woods, "Fore Shadow"  
*ACCESS DIRECTV*  
Meredith Integrated Marketing  
DIRECTV

### Best Use of Typography Overall Publication

#### Silver

*Experience Bermuda 2009/2010*  
HCP/Aboard Publishing  
Bermuda Hotel Association

### Best House Ad Design

#### Honorable Mention

*ADA Times* (Summer 2009 Issue 4, Volume 6)  
American Dietetic Association

### Best Special-Topic Issue

#### Gold

*ON Magazine* (The Web at 20 Issue)  
EMC Corporation

#### Silver

*Endless Vacation* (The City Issue)  
Story Worldwide

#### Bronze

*Washington Business Magazine*  
(2009 Legislative Review)  
Association of Washington Business

#### Honorable Mention

*EDUCAUSE Review* (Learning Spaces)  
EDUCAUSE  
*The Journal of College Admission*  
(Undocumented Students: Special Issue)  
National Association for College  
Admission Counseling  
*Petir* (50 Years at the Helm)  
Focus Publishing Ltd.

## 2010 PRINT NEWSLETTER WINNERS

### Best Overall Editorial

#### Silver

*The Portico*  
College of Charleston

#### Bronze

*Disney Newsreel*  
The Walt Disney Company

#### Honorable Mention

*is advisory*  
Ariad Custom Communications  
*Transactions Newsletter*  
Metropolitan Transportation Commission  
*VOICES*  
Focus Publishing Ltd.

### Best Editorial - New Publication

#### Gold

*Singapore Health*  
SPH Magazines Pte Ltd.

#### Bronze

*Outlook*  
Story Worldwide

### Best Feature Article

#### Gold

A Moment In History  
*Disney Newsreel*  
The Walt Disney Company

#### Silver

Upwards & Onwards  
*Disney Newsreel*  
The Walt Disney Company

#### Bronze

This Day in History  
*Disney Newsreel*  
The Walt Disney Company

### Best Feature Article (cont...)

#### Honorable Mention

Coordinating Care for Children with  
Serious Mental Health Challenges  
*SAMHSA News*  
SAMHSA  
Hard Times  
*Hi Lines*  
Sacramento Municipal Utility District  
Warriors Face Transition  
*Yankee Engineer*  
US Army Corps of Engineers  
New England

### Best Series of Articles

#### Honorable Mention

Live Life Well  
*University of Miami Newsletter*  
Aetna Customized Communications Group  
University of Miami

### Best How-To Article

#### Bronze

How To Write a Winning Grant Proposal  
*SAMHSA News*  
SAMHSA

#### Honorable Mention

Visit Indonesia In Your Kitchen  
*Disney Newsreel*  
The Walt Disney Company

### Best Interview or Profile

#### Bronze

Divalicious  
*Disney Newsreel*  
The Walt Disney Company

### Best Regularly Featured Department, Section, or Column

#### Silver

Regulatory/Law Column  
*Best's Review*  
Deloitte LLP

## 2010 PRINT NEWSLETTER WINNERS (cont...)

### Best Public Service Series or Article

#### Gold

The story behind the Martin County  
Coal Impoundment Failure  
*Mine Safety and Health News*  
Mine Safety and Health News

#### Silver

The Linder Center Quarterly Report  
*Cincinnati Magazine*  
The Carl & Edyth Linder Center  
for Research and Education at  
The Christ Hospital

#### Bronze

Suicide Prevention on Campus:  
Keeping Students Connected  
*SAMHSA News*  
SAMHSA

#### Honorable Mention

Getting to the Heart of Your  
Cardiovascular Health  
*Disney Newsreel*  
The Walt Disney Company

### Best News Story

#### Bronze

State Farm Pulls Most Lines in Florida  
*Best Week*  
AM Best Company

#### Honorable Mention

HAGUE: Religious Leaders support human rights  
*One Country*  
One Country  
Baha'i International Community

### Best Overall Design 4+ color

#### Gold

*Outlook*  
Story Worldwide

#### Silver

*Advisor News*  
Pace Communications

### Best Overall Design 4+ color (cont...)

#### Bronze

*Disney Newsreel*  
(President Obama Joins the Hall of Presidents)  
The Walt Disney Company

#### Honorable Mention

*Disney Newsreel*  
(Made For You & Me)  
The Walt Disney Company

### Most Improved Design

#### Silver

*SAMHSA News*  
SAMHSA

#### Bronze

*One Country*  
One Country  
Baha'i International Community

#### Honorable Mention

*VOICES*  
Focus Publishing Ltd.  
*NetworkIP Connections*  
NetworkIP  
*The Weekly*  
University of Southern California

### Best Cover

#### Silver

*Disney Newsreel* (Toy Story 2)  
The Walt Disney Company

#### Bronze

*Disney Newsreel* (Disney Pixar UP)  
The Walt Disney Company

#### Honorable Mention

*Disney Newsreel* (Tinker Bell & The Lost Treasure)  
The Walt Disney Company

## 2010 PRINT NEWSLETTER WINNERS (cont...)

### Best Feature Design

#### Gold

Screaming with Delight  
*Disney Newsreel*  
The Walt Disney Company

#### Silver

A Spellbinding Journey  
*Disney Newsreel*  
The Walt Disney Company

#### Bronze

Onwards & Upwards  
*Disney Newsreel*  
The Walt Disney Company

### Best Use of Illustration Overall Publication

#### Honorable Mention

*Saving Today* (Fall 2009 Issue)  
Custom Solutions from SmartMoney  
The Hartford

### Best Use of Photography Single Feature

#### Honorable Mention

Arts + Sciences = Powerful Reaction  
*The Portico*  
College of Charleston  
HSC drills to be the master of any disaster  
*The Weekly*  
University of Southern California

## 2010 OTHER PRINT PUBLICATION WINNERS

### Best Overall Editorial

#### Bronze

*Plastic Surgery News*  
American Society of Plastic Surgeons

### Best Editorial - New Publication

#### Silver

*Transportation 2035 Plan: Change in Motion*  
Metropolitan Transportation Commission

### Best Feature Article

#### Silver

Will plastic surgery-driven stem cell research  
revolutionize medical care?  
*Plastic Surgery News*  
American Society of Plastic Surgeons

#### Bronze

Journeys Moveable Feasts: Rail Pleasures  
*Pinnacle*  
SPH Magazines Pte Ltd.

#### Honorable Mention

A Lifetime...A Legacy...Ed McMahon  
*Seven Mile Times*  
Seven Mile Publishing, LLC  
Old Memories Make Way for New...  
*Seven Mile Times*  
Seven Mile Publishing, LLC  
Social networking poses many questions, offers  
great potential for plastic surgeons  
*Plastic Surgery News*  
American Society of Plastic Surgeons

### Best Series of Articles

#### Bronze

Dining Around  
*Seven Mile Times*  
Seven Mile Publishing, LLC

### Best How-To Article

#### Bronze

Hurricane Preparedness:  
10 smart steps to weathering the storm  
Deloitte LLP

## 2010 OTHER PRINT PUBLICATION WINNERS (cont...)

### Best Interview or Profile

#### Gold

The First Lady of South Jersey's Beaches  
*Seven Mile Times*  
Seven Mile Publishing, LLC

#### Silver

Sharon Veitz: SHBP's First Female Lifeguard  
*Seven Mile Times*  
Seven Mile Publishing, LLC

#### Bronze

Tim McKee: Silver In Olympics - Golden in Avalon  
*Seven Mile Times*  
Seven Mile Publishing, LLC

#### Honorable Mention

2009 David E. Rogers Award  
Association of American Medical Colleges

### Best Public Service Series or Article

#### Silver

Fund Your Future National Workbook  
EdFund

### Best CSR/Green Series or Article

#### Honorable Mention

Inside Entergy: Climate Change Series  
Entergy

### Best Media Kit Editorial

#### Bronze

IEEE Spectrum Media Kit  
IEEE Spectrum

### Best Overall Design 4+ color

#### Gold

*Guide to Brand Loyalty*  
Scientific Certification Systems

#### Silver

*Evolving Innovation*  
Greene, Tweed  
(In-House, Marcom Department)

### Best Overall Design 4+ color (cont...)

#### Bronze

*Pinnacle*  
SPH Magazines Pte Ltd.

#### Honorable Mention

*The Compendium*  
CSU Northridge The Tseng College  
*Take a Load Off, Texas*  
Consumer Education Campaign  
MarketWave  
Oncor

### Best Design - New Publication

#### Bronze

*WOW - Look How Far We've Come!*  
Franklin W. Olin College of Engineering

### Best Cover

#### Gold

*Taliban's Winning Strategy Report*  
Carnegie Endowment for International Peace

#### Silver

*Economic Recovery Report*  
Carnegie Endowment for International Peace

#### Bronze

*PPD 2009 Covers*  
Mehigan Bellone & Associates, Inc.  
NYS Dept of Civil Service,  
Employee Benefits Division

#### Honorable Mention

*Coastal Services*  
NOAA Coastal Services Center

## 2010 OTHER PRINT PUBLICATION WINNERS (cont...)

### Best Calendar Design

#### Gold

Aetna CCG 2010 Health & Wellness Calendar  
Aetna Customized Communications Group

#### Silver

2010 Calendar  
Green, Tweed  
(In-House Marcom Department)

#### Bronze

Prismacolor Calendar  
Launch Creative Marketing  
Standard Brands

#### Honorable Mention

Medicare 2010 Calendar  
Centers for Medicare & Medicaid Services  
SIU School of Medicine 2010 Calendar  
SIU School of Medicine

### Best Supplement, Annual, or One-Shot

#### Gold

Mount Sinai Medical Center:  
60 Years of Excellence and Innovation  
HCP/Aboard Publishing  
Mount Sinai Medical Center

#### Silver

Sustaining in a changing environment  
Deloitte LLP  
Deloitte Touche Tohmatsu

#### Bronze

Hooten's Arkansas Football  
Hooten Publishing

## 2010 PRINT ANNUAL REPORT WINNERS

### Best Overall Editorial

#### Gold

*Customer Global Citizenship Report*  
AHA!

#### Silver

*Oak Ridge National Laboratory Neutron Sciences  
2008 Annual Report*  
Oak Ridge National Laboratory

### Best CEO/Executive Letter

#### Silver

*A Legacy of Landmarks*  
*Metropolitan Transportation Commission  
2008 Annual Report*  
Metropolitan Transportation Commission

### Best Overall Design 4+ color

#### Gold

*Johns Hopkins Nursing Biennial Report 2010*  
Johns Hopkins University School of Nursing

#### Silver

*2009 Annual Report*  
Global Impact

#### Bronze

*2008 - 2009 President's Report*  
St. Johns University

### Best Overall Design 1-3 color

#### Silver

*Advocating for Free Enterprise: The Year in Review*  
Association of Washington Business

### Best Use of Photography Overall Publication

#### Gold

*2009 Annual Report*  
Global Impact

## 2010 ELECTRONIC PUBLICATION OR WEB SITE WINNERS

### Best Overall Editorial

#### Gold

*Lexus Magazine*  
Story Worldwide  
Lexus

#### Silver

*EMC.now Magazine*  
EMC Corporation

#### Bronze

*The Smart Life*  
Ariad Custom Communications

#### Honorable Mention

[www.HRandBenefits.com](http://www.HRandBenefits.com)  
HR & Benefits Essentials  
*News from PATH*  
PATH  
*Saudi Aramco World*  
Saudi Aramco World

### Best Editorial - New Publication

#### Gold

[www.HouseLogic.com](http://www.HouseLogic.com)  
National Association of REALTORS®

#### Honorable Mention

*Investor's Edge*  
Ariad Custom Communications

### Best Feature Article

#### Gold

Burn, Baby, Burn  
<http://www.nccs.gov/>  
Oak Ridge National Laboratory

#### Silver

NCCI Quietly Helps Feds, Carriers  
Pursue Fraud Cases  
*InfoZone*  
NCCI Holdings, Inc.

### Best Feature Article (cont...)

#### Bronze

Climate Moves to the Petascale  
<http://www.nccs.gov/>  
Oak Ridge National Laboratory

### Best Series of Articles

#### Gold

[www.Vocalpoint.com](http://www.Vocalpoint.com)  
Rodale Custom Publishing  
TREMOR, Proctor & Gamble

#### Silver

Monday Mornings with Madison  
Madison Commercial Real Estate Services

### Best News Story

#### Gold

Looking at Small, Sharp Teeth of New Science  
*InfoZone*  
NCCI Holdings, Inc.

### Best Overall Design

#### Gold

*Lexus Magazine*  
Story Worldwide  
Lexus

#### Silver

*Saudi Aramco World*  
Saudi Aramco World

#### Bronze

*Biotech Banter*  
Pfizer  
Global Creative Solutions

#### Honorable Mention

*Interactive Marketing Preview*  
IEEE Spectrum

## 2010 ELECTRONIC PUBLICATION OR WEB SITE WINNERS (cont...)

### Best Design - New Publication

#### Bronze

*Alliance Focus*  
VHA Inc.

### Most Improved Design

#### Bronze

*In the Saddle*  
Ariad Custom Communications

### Best Use of Photography Single Feature

#### Honorable Mention

A Virtual Walking Tour: Al-Haram Al-Sharif  
*Saudi Aramco World*  
Saudi Aramco World

### Best Publication Companion Web Site Design

#### Gold

www.coalcandothat.com  
Peabody Energy

#### Silver

www.saudiaramcoworld.com  
*Saudi Aramco World*  
Saudi Aramco World

#### Bronze

www.chlifestyleguide.org  
BJC Health Care: Christian Hospital

## 2010 ELECTRONIC ANNUAL REPORT WINNERS

### Best Overall Design

#### Gold

2008 Annual Report  
Entergy Corporation

## 2010 ALL-AROUND PUBLICATION WINNERS

### Best Association Publication

#### Gold

*Realtor Magazine*  
National Association of REALTORS®

#### Silver

*Public Relations Tactics*  
The Public Relations Society of America

#### Bronze

*TEQ magazine*  
Pittsburgh Technology Council

#### Honorable Mention

*Alliance Magazine*  
VHA Inc.  
*EDUCAUSE Review*  
EDUCAUSE  
*NC State*  
NC State Alumni Association

### Best Banking Publication

#### Silver

*Renaissance*  
Pace Communications

#### Bronze

*Comforts of Home*  
TD Bank Financial Group

### Best Educational Publication

#### Silver

*Seton Hall Magazine*  
Seton Hall University

### Best Energy Producer Publication

#### Gold

*Meeting the Challenge: Entergy's 2008 Sustainability Report*  
Entergy

## 2010 ALL-AROUND PUBLICATION WINNERS (cont...)

### Best Engineering/Construction Publication Best Insurance Publication

#### Gold

*Berger World*  
*Delivering Solutions: Program and Construction Management*  
Berger Group Holdings, Inc.

#### Honorable Mention

*State Farm Good Neighbor*  
Meredith Integrated Marketing  
State Farm

### Best Financial Services Publication

#### Bronze

*Thrivent*  
Rodale Custom Publishing  
Thrivent Financial for Lutherans

#### Honorable Mention

*Biz Builder*  
TD Bank Financial Group

### Best Government Publication

#### Silver

*1663: Los Alamos Science and Technology Magazine*  
Los Alamos National Laboratory

#### Bronze

*DUET*  
Ministry of Community Development  
Youth and Sports

#### Honorable Mention

*15-Year Celebration Brochure*  
Phoenix-Mesa Gateway Airport  
*A Legacy of Landmarks: 2008 Annual Report*  
Metropolitan Transportation Commission  
*Promoting Preventive Services for Adults 50-64*  
Edelman  
Centers for Disease Control & Prevention

### Best Hospitality Publication

#### Gold

*Destination/Destino Marriott 2010*  
HCP/Aboard Publishing/Marriott Hotels

#### Bronze

*Seminole Player's Life*  
Pace Communications

### Best Medical Publication

#### Gold

*The Cerner Quarterly - Measuring for Success*  
The Cerner Quarterly

#### Silver

*Forward*  
Fox Chase Cancer Center

#### Bronze

*Born Early*  
Rodale Custom Publishing  
MedImmune

#### Honorable Mention

*Wellspring*  
NorthBay Healthcare

### Best Nonprofit Publication

#### Gold

*American Legacy Foundation: 2009 Progress Report*  
*The Voices of Change*  
American Legacy Foundation

#### Silver

*All Animals*  
The Humane Society of the United States

#### Bronze

*Lamaze: Pregnancy, Birth and Beyond*  
Rodale Custom Publishing  
Lamaze International

## 2010 ALL-AROUND PUBLICATION WINNERS (cont...)

### Best Nonprofit Publication (cont...)

#### Honorable Mention

*Fund Your Future National Workbook*  
EdFund  
*Reaching Out* newsletter  
Hopelink  
*Triumph*  
Pace Communications  
American Cancer Society

### Best Public Utility Publication

#### Bronze

*Hi Lines*  
Sacramento Municipal Utility District

### Best Retail Publication

#### Gold

*Figure*  
Meredith Integrated Marketing  
Charming Shoppes

#### Silver

*Publix Family Style*  
Meredith Integrated Marketing  
Publix

#### Bronze

*Little Brown Book*  
Rodale Custom Publishing  
Bloomingdale's

#### Honorable Mention

*The Costco Connection*  
Costco Wholesale

### Best School/University Publication

#### Gold

*The Loomis Chaffee School Search Piece*  
The Loomis Chaffee School

#### Silver

*College of Architecture and Urban Studies Magazine*  
Virginia Tech College of Architecture & Urban Design

### Best School/University Publication (cont...)

#### Bronze

*Keck Medicine*  
USC Health Sciences Public Relations & Marketing

#### Honorable Mention

*Alumni Magazine & Dean's Report*  
Indiana University School of Law - Indianapolis  
*NC State*  
NC State Alumni Association  
*The Wellington Magazine*  
The Wellington School

### Best Technical/Scientific Publication

#### Honorable Mention

*Journal of Shellfish Research*  
National Shellfisheries Association

### Best Telecommunications Publication

#### Gold

*College of Architecture and Urban Studies Magazine*  
Virginia Tech College of Architecture & Urban Design

### Best Tourism Publication

#### Gold

*Peaks Magazine*  
Peaks Magazine  
Active Interest Media

#### Silver

*Illinois Travel Guide*  
Madden Media  
Illinois Bureau of Tourism

#### Bronze

*Arizona Official State Visitors Guide*  
Madden Media  
Arizona Office of Tourism

#### Honorable Mention

*Cincinnati USA 2009 Official Visitors Guide*  
Cincinnati Magazine

## 2010 ALL-AROUND PUBLICATION WINNERS (cont...)

### Best Transportation Publication

#### Silver

*Transportation 2035 Plan - Change in Motion*  
Metropolitan Transportation Commission

## 2010 INTERACTIVE PRODUCT WINNERS

### Best Topic-Specific Video

#### Gold

Childhood Obesity  
BlueCross and BlueShield of Illinois

#### Silver

Who is the Water Research Foundation?  
Water Research Foundation

#### Bronze

Decade of Change  
AM Best Company

#### Honorable Mention

Fluid Therapy Module 6: IV Catheter Placement and Care  
Advanstar Communications

### Best Executive Video

#### Gold

International Monetary Fund  
International Monetary Fund

#### Silver

PolyOne Global Organization:  
Global Solutions Delivered Locally  
PolyOne Corp

## 2010 MARKETING OR STRATEGIC USE OF PUBLICATION/PRODUCT WINNERS

### Best Publication/Product Promotional Campaign

#### Honorable Mention

emergent.champlain.edu  
Champlain College

### Best New Publication/Product Launch

#### Gold

*Performance Magazine*  
ITA Group

### Best Use as Integrated Marketing Tool

#### Gold

*Triumph*  
Pace Communications  
American Cancer Society

#### Silver

Aetna 2010 Calendar  
Meredith Integrated Marketing  
Aetna

#### Bronze

State Fair Dream Home On-Line Promotion  
Launch Creative Marketing  
Sara Lee Food & Beverage

#### Honorable Mention

New & Noteworthy Titles  
International Monetary Fund  
Ristorante Zebra Promotional Brochure  
Macsherry Communications