

Magnum 2011 Opus Awards



2011 Winners
Announced



Congratulations to the winners of the 2011 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.

2011 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 Publication
- External Audience
Web-based or Other Electronic Publication
- Internal Audience
Video - External Audience
Video - Internal Audience
Video Series - External Audience

2011 PRINT MAGAZINE WINNERS

Best Overall Editorial
Best Editorial - New Publication
Most Improved Editorial
Best Coverlines
Best Table of Contents Editorial
Best CEO/Executive Letter
Best Feature Article
Best How-To Article
Best Interview or Profile
Best Signed Editorial or Essay

2011 PRINT MAGAZINE WINNERS (cont...)

Best Regularly Featured Dept., Section, or Column
Best Public Service Series or Article
Best CSR/Green Series or Article
Best News Story
Best Display Copy
Best Sidebar
Best Call to Action Copy
Best House Ad Copy
Best Advertorial Editorial
Best Overall Design 4+ color
Best Design - New Publication
Most Improved Design
Best Cover
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 House Ad Design
Best Special-Topic Issue

2011 PRINT NEWSLETTER WINNERS

Best Overall Editorial
Best Editorial - New Publication
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
Best News Story
Best Overall Design 4+ color
Best Overall Design 1-3 color
Best Design - New Publication
Best Cover
Best Feature Design
Best Use of Illustration - Overall Publication
Best Info Graphics
Best Use of Photography - Single Feature
Best Use of Photography - Overall Publication
Best Special-Topic Issue

2011 OTHER PRINT PUBLICATION WINNERS

Best Overall Editorial
Best Feature Article
Best Interview or Profile
Best CSR/Green Series or Article
Best Media Kit Editorial
Best Advertorial Editorial
Best Overall Design 4+ color
Best Design - New Publication
Most Improved Design
Best Cover
Best Calendar Design
Best Supplement, Annual, or One-Shot
Best House Ad Design

2011 PRINT ANNUAL REPORT WINNERS

Best Overall Editorial
Best Overall Design 4+ color
Best Overall Design 1-3 color
Best Cover
Best Use of Photography - Overall Publication

2011 ELECTRONIC PUBLICATION OR WEB SITE WINNERS

Best Overall Editorial
Best Editorial - New Publication
Most Improved Editorial
Best Feature Article

Best Series of Articles
Best How-to Article
Best Interview or Profile
Best Regularly Featured Department, Section,
or Column
Best CSR/Green Series or Article
Best Overall Design
Most Improved Design
Best Feature Design
Best Info Graphics
Best Landing Page
Best Navigation
Best Publication Companion Web Site Design
Best Publication for a Mobile Device

2011 ELECTRONIC ANNUAL REPORT WINNERS

Best Overall Design

2011 ALL-AROUND PUBLICATION WINNERS

Best Association Publication
Best Engineering/Construction Publication
Best Financial Services Publication
Best Government Publication
Best Hospitality Publication
Best Insurance Publication
Best Manufacturing Publication
Best Medical Publication
Best Nonprofit Publication
Best Retail Publication
Best School/University Publication
Best Tourism Publication
Best Transportation Publication

2011 INTERACTIVE PRODUCT WINNERS

Best Topic-Specific Video
Best Topic-Specific Blog
Best Blog Entry

2011 MARKETING OR STRATEGIC USE OF PUBLICATION/PRODUCT WINNERS

Highest Response Generation
Most Innovative Distribution/Circulation Strategy
Best Publication/Product Promotional Campaign
Best Publication/Product of Promotional Quality
Best New Publication/Product Launch
Best Use as Integrated Marketing Tool

2011 GRAND AWARD WINNERS

Print Magazine External Audience

Grand Winner

enRoute
Spafax

Special Recognition

enRoute
Spafax Canada Inc
WINGS
Voyager Media, LLC
Fall 2010 Capital Acumen
US Trust

Print Magazine Internal Audience

Grand Winner

Common Thread
Saint Joseph Health System

Special Recognition

Graybar Outlook
Graybar

Print Newsletter External Audience

Special Recognition

Invest It's Your Future
Custom Solutions from SmartMoney
Hewitt

Print Newsletter Internal Audience

Grand

Disney Newsreel
The Walt Disney Company

Special Recognition

Vital Signs Quarterly
Western Connecticut Healthcare

Other Print Publication External Audience

Grand

2011 Launch Timberlake Brochure
Timberlake Cabinetry

Other Print Publication Internal Audience

Grand Winner

2010 Annual Report About People
Qualcomm

Print Annual Report

Grand Winner

Teaming Up
Fox Chase Cancer Center

Web-based or Other Electronic Publication External Audience

Grand

Lexus.com/magazine
Lexus

Special Recognition

Email Marketing Metrics Report
MailerMailer, LLC

Web-based or Other Electronic Publication Internal Audience

Grand

e-Bulletin
Wake Forest University Baptist Medical Center

Video External Audience

Special Recognition

Youtube.com/SFCornDogs
SaraLee Corporation

2011 GRAND AWARD WINNERS (cont...)

Video

Internal Audience

Special Recognition

Brand Essence Video
US Trust

Video Series

External Audience

Grand Winner

A Running Start
New York Road Runners

Special Recognition

Fostering Leadership TV Program
UW Foster School of Business

2011 PRINT MAGAZINE WINNERS

Best Overall Editorial

Gold

Silver Kris
SPH Magazines

Silver

Forward
Fox Chase Cancer Center

Bronze

enRoute
Spafax

Honorable Mention

Hemispheres
United Airlines

Grape Magazine
Publix

Food
LAN

Best Editorial - New Publication

Gold

CCO
Content Marketing Institute

Silver

Wells Fargo Conversations
Wells Fargo

Bronze

Stowaway
BYU

Honorable Mention

Xtra
Xcel Energy

Most Improved Editorial

Gold

Keynotes
Associated Locksmiths of America

Silver

in Review Magazine
Naval Postgraduate School

Bronze

Arts Quarterly
New Orleans Museum of Art

Honorable Mention

Geico Direct
Geico
Seminole Player's Life
Seminole Gaming
Nexus
University of Toronto Faculty of Law

Best Coverlines

Silver

Family Style Magazine
Publix

Best Table of Contents Editorial

Silver

ACC Docket
Association of Corporate Counsel

Bronze

Acura Style
Acura

2011 PRINT MAGAZINE WINNERS (cont...)

Best CEO/Executive Letter

Gold

Going Deep
World Vision
World Vision

Silver

Greece 2 Greece is Still the Word
Washington Business Magazine
Association of Washington Business

Bronze

A Passion for Growth
Thrive
Gibbs & Soell
Syngenta

Best Feature Article

Gold

MVP
American Way
American Airlines Publishing

Silver

Open Access
Nexus
University of Toronto Faculty of Law

Bronze

Beyond the Sandbox
Acura Style
Acura

Honorable Mention

Taming the Grape
Acura Style
Acura
Reconnecting the Head with the Body
Counseling Today
American Counseling Association
Croatia Beyond
Aeroplan Arrival
Aeroplan
Men Welcome Here
Counseling Today
American Counseling Association

Best How-To Article

Gold

Easy as Pie
Sobeys
Sobeys

Bronze

Fun & Frugal Fashion of Home Canning
ADA Times
ADA

Best Interview or Profile

Gold

Moving Mountains
Experience
Spafax

Silver

It's a Small World After All
Costco Wholesale Today
Costco

Bronze

Concern for a Continent
Costco Wholesale Today
Costco

Honorable Mention

The Real Deal Josh Brolin
Celebrated Living
American Airlines
Bill Clinton: U.N. Special Envoy to Haiti
Latitudes
HCP/Aboard Publishing
American Eagle
Spectrum Advisor: Life Lessons
Spectrum Enriched
Spectrum Retirement Communities

2011 PRINT MAGAZINE WINNERS (cont...)

Best Signed Editorial or Essay

Gold

In Your Dreams

Fairmont

Spafax

Silver

No Time for Complacency

American Journal of Nursing

American Journal of Nursing

Honorable Mention

Our Literary America

in

LAN

Private Tuition at Boon Lay

Petir

Focus Publishing Limited

Best Regularly Featured Department, Section, or Column

Gold

Now Voyager

Mariner

Holland American Line

Silver

On the Radar

Aeroplan Arrival

Aeroplan

Bronze

Dining In

Endless Vacation

Story Worldwide

Honorable Mention

3 Perfect Days

Hemispheres

United Airlines

Best Public Service Series or Article

Gold

Bullying: Why it's Rampant and How to Stop it

Adelphi University Magazine

Adelphi University

Silver

Workplace Magazine

NISH

Bronze

Adventures in Volunteerism

Destination Hyatt

Hyatt Hotels & Resorts

Honorable Mention

Technological Disasters

NOAA Technological Services Center

NOAA Technological Services Center

Best CSR/Green Series or Article

Gold

Solidarity with the Galapagos

in

LAN

Honorable Mention

Choosing Responsibly

Experience

Spafax

Best News Story

Gold

Saving Workers' Comp

Washington Business Magazine

Association of Washington Business

Silver

Alternative Routes Advised

Washington Business Magazine

Association of Washington Business

Best Display Copy

Silver

Greek Chick

Sobeys

Sobeys

2011 PRINT MAGAZINE WINNERS (cont...)

Best Sidebar

Honorable Mention

Men Get Breast Cancer Too
American Journal of Nursing
American Journal of Nursing

Best Call to Action Copy

Bronze

Creating Our Competition
ADA Times
ADA

Best House Ad Copy

Bronze

Fall 2010 Capital Acumen-Fiduciary Ad
US Trust Bank of America Private
Wealth Mgmt
US Trust

Best Advertorial Editorial

Gold

Fraud Fighters
Geico Now
Geico

Best Overall Design 4+ color

Gold

enRoute
Spafax

Silver

Mariner
Story Worldwide
Holland America Line

Bronze

Hemispheres
United Airlines

Honorable Mention

Capital Acumen
U.S. Trust

Best Design - New Publication

Gold

V de Volaris
Volaris

Silver

Our Jamaica 2011
Jamaica Hotel & Tourist Association

Bronze

Wells Fargo Conversations
Wells Fargo

Most Improved Design

Gold

Arts Quarterly
New Orleans Museum of Art

Silver

Geico Direct
Geico

Bronze

Nexus
University of Toronto Faculty of Law

Best Cover

Gold

Go (December 2010)
Air Tran Airways

Silver

Capital Acumen (Fall 2010)
U.S. Trust

Bronze

Explore (November 2010)
Taca Airlines

Honorable Mention

Sobeys (Summer 2010)
Sobeys

2011 PRINT MAGAZINE WINNERS (cont...)

Best Feature Design

Gold

Suite 528
in
LAN

Silver

Croatia Beyond
Aeroplane Arrival
Arrival

Bronze

Bicentennial
in
LAN

Best Column/Department Design

Honorable Mention

Grapes Defined
Publix Grape Magazine
Meredith Integrated Marketing
Publix

Best Use of Illustration Single Feature

Gold

Four Modern Classics Open Their Doors
Fairmont
Spafax

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

Honorable Mention

Fraud Fighters
Geico Now
Geico
A Trip Back in Time
Geico Now
Geico

Best Use of Illustration Overall Publication

Gold

Capital Acumen
Bank of America
U.S. Trust

Best Info Graphics

Gold

Child Sponsorship by the Numbers
World Vision
World Vision

Best Use of Photography Single Feature

Gold

High Tea
Fairmont
Spafax

Silver

A Matter of Taste
in
LAN

Bronze

Suite 528
in
LAN

Honorable Mention

Surf's Up
Acura Style
Acura
Javelin Custom Publishing
Cape Town the Unexpected City 2010
Aeroplane Arrival
Aeroplane
Iquique at Your Feet
in
LAN

2011 PRINT MAGAZINE WINNERS (cont...)

Best Use of Photography Overall Publication

Gold

Food & Family Magazine (Summer 2010)
Kraft Foods Inc.

Silver

World Vision (Summer 2010)
World Vision

Bronze

Experience Bermuda (2010/2011)
Bermuda Hotel Association

Honorable Mention

Mariner
Holland America Line
Peaks Magazine
Active Interest Media

Best House Ad Design

Gold

Fall 2010 Capital Acumen-Fiduciary Ad
US Trust Bank of America Private
Wealth Mgmt

Honorable Mention

CeraComp Fracture-Resistant Ad
Greene, Tweed Marketing Communications Team

Best Special-Topic Issue

Gold

Celebrated Living (The Food & Wine Issue)
American Airlines

Silver

John Hopkins Nursing (The City Issue)
John Hopkins

Bronze

Custom Solutions
(On Investing: ETFs)
Charles Schwab

Honorable Mention

My H-E-B Texas Life (February 2011 Issue)
H-E-B
Kohler People Magazine
Kohler, Co

2011 PRINT NEWSLETTER WINNERS

Best Overall Editorial

Gold

Outlook
Acura Financial Services

Silver

The Baking Sheet
King Arthur Flour

Best Editorial - New Publication

Silver

ACC Docket - Asian Briefings
Association of Corporate Counsel

Best CEO/Executive Letter

Bronze

President/CEO's Desk
Reaching Out
Hopelink

Best Feature Article

Gold

Breaking the Silence of Suicide
SAMHSA News
SAMHSA

Silver

On Top of The Game
Disney Newsreel
The Walt Disney Company

Bronze

The Legacy of One Associate Lives on
Update
Subaru of Indiana Automotive, Inc

2011 PRINT NEWSLETTER WINNERS (cont...)

Best Feature Article (cont...)

Honorable Mention

Not Your Average Joes
Disney Newsreel
The Walt Disney Company

Without Pier
VOICES
Focus Publishing Limited

Full Speed Ahead
Disney Newsreel
The Walt Disney Company

Best Series of Articles

Honorable Mention

Information Builders this Week
Information Builders
Information Builders

Best How-To Article

Honorable Mention

Making the Grade
Disney Newsreel
The Walt Disney Company

Best Interview or Profile

Silver

Spot on Alexi Lalas
Disney Newsreel
The Walt Disney Company

Honorable Mention

Q&A with Gypsy Gifford
Disney Newsreel
The Walt Disney Company

Best Signed Editorial or Essay

Bronze

How Do We Hold a Corporation Responsible?
Mine Safety and Healthy News
Legal Publication Services

Best Regularly Featured Department, Section, or Column

Honorable Mention

Dateline Disney 1954
Disney Newsreel
The Walt Disney Company

Best Public Service Series or Article

Silver

What You Need to Know About Health Reform
SAMHSA News
SAMHSA

Bronze

Contact South East
Media Corp PTE Ltd

Best News Story

Bronze

World Religious Leaders Call For Action on Poverty
One Country Newsletter
Baha'i International Community

Honorable Mention

District Provides aid to flood New England Region
Yankee Engineer
USACE, New England District

Best Overall Design 4+ color

Honorable Mention

The RBS Newsletter
The Royal Bank of Scotland N.V.

Best Overall Design 1-3 color

Bronze

CRP Connection
NISH

Honorable Mention

Special Reports
NYS Dept of Civil Service, EBD.

2011 PRINT NEWSLETTER

WINNERS (cont...)

Best Design – New Publication

Honorable Mention

The RBS Newsletter

The Royal Bank of Scotland N.V.

Best Cover

Gold

Disney Newsreel (Vintage Dumbo)

The Walt Disney Company

Silver

Disney Newsreel (Tron)

The Walt Disney Company

Bronze

The Weekly (Health Sciences Campus)

University of Southern California

Honorable Mention

Liberty Line Magazine (Fall 2010)

Liberty Mutual

Best Feature Design

Gold

Not Your Average Joes

Disney Newsreel

The Walt Disney Company

Silver

To the Toy Fair and Beyond

Disney Newsreel

The Walt Disney Company

Best Use of Illustration

Overall Publication

Gold

Saving Today (Summer 2010)

Custom Solutions from SmartMoney

The Hartford

Bronze

Hope Health Letter (December 2010)

Hope Health

Best Info Graphics

Bronze

"A Century of Safety" (Winter 2010)

Liberty Lines Magazines

Liberty Mutual

Best Use of Photography Single Feature

Silver

Q&A with Gypsy Gifford

Disney Newsreel

The Walt Disney Company

Best Use of Photography Overall Publication

Silver

Autumn 2010

The Baking Sheet

King Arthur Flour

Bronze

Hope Health Letter (December 2010)

Hope Health

Best Special-Topic Issue

Honorable Mention

The Triple Bottom Line

Real Estate Matters

High Real Estate Group LLC

2011 OTHER PRINT PUBLICATION WINNERS

Best Overall Editorial

Gold

The Exile Experience – Journey to Freedom

HCP/Aboard Publishing & Crescent Moon Publications

Silver

SingHealth

SPH Magazine Pte Ltd

2011 OTHER PRINT PUBLICATION WINNERS (cont...)

Best Feature Article

Gold

Plastic Surgeons Responding to
Haiti Earthquake

Plastic Surgery News
American Society of Plastic Surgeons

Silver

A New Level for Disney Sports

Eyes & Ears
Walt Disney World Resort

Bronze

PSN Ranks the 10 Biggest Plastic Surgery Stories

Plastic Surgery News
American Society of Plastic Surgeons

Best Interview or Profile

Gold

Going Strong

American Way
American Airlines Publishing

Bronze

2010 Herbert W. Nickens Award

Association of American Medical Colleges

Best CSR/Green Series or Article

Silver

Caring for Wildlife in Wild Places for 15 Years

Eyes & Ears
Walt Disney World Resort

Best Media Kit Editorial

Honorable Mention

IEEE Spectrum Media Kit

IEEE Spectrum

Best Advertorial Editorial

Bronze

Digital Coast Shapes Planning

The Commissioner
NOAA Coaster Services Center

Honorable Mention

Offshore Resource: The Multipurpose
Marine Cadastr

Windletter
NOAA Coaster Services Center

Best Overall Design 4+ color

Gold

Midwest Palliative Hospice
Midwest Palliative Hospice

Silver

Singapore Nautilus
SPH Magazine Pte Ltd

Bronze

Prepackaged & Bathing Brochure
Sage Products, Inc

Best Design - New Publication

Bronze

50th Anniversary Book
MassBay Community College

Most Improved Design

Gold

Nsman
SPH Magazines Ptd Ltd

Silver

Alumni Association Annual Meeting Brochure
Hospital for Special Surgery

Honorable Mention

Oral Hygiene Brochure
Sage Products, Inc
Q-Care Rx
Sage Products, Inc

Best Cover

Silver

Preparing for Coastal Climate Change
Oregon Sea Grant

Honorable Mention

Participating Provider Directory Covers 2010 NYS Dept of
Civil Service, EBD

2011 OTHER PRINT PUBLICATION WINNERS (cont...)

Best Calendar Design

Gold

Dec 2010 Hope Health Calendar
Hope Health

Bronze

Life in Motion
Aetna CCG

Best Supplement, Annual, or One-Shot

Gold

The Exile Experience - Journey to Freedom
HCP/Aboard Publishing & Crescent
Moon Publications

Bronze

UR AAIA Brochure
Automotive Aftermarket Industry Association

Best House Ad Design

Gold

Building on Trends
Timberlake Cabinetry

Silver

Driven by Loyalty Ad
ITA Group, Inc

2011 PRINT ANNUAL REPORT WINNERS

Best Overall Editorial

Gold

Annual Report
PATH

Bronze

2010 Annual Report
Naval Postgraduate School

Honorable Mention

Align
ASTM International

Best Overall Design 4+ color

Gold

UPMC 2010 Annual Report
UPMC

Silver

UPMC 2009 Community Benefits
UPMC

Bronze

Global Impact 2010 Annual Report
Global Impact

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

Honorable Mention

Embracing Excellence
UNC Healthcare

Best Overall Design 1-3 color

Bronze

Transition Transition
Metropolitan Transportation

Best Cover

Gold

Community Benefit Summary (2010)
UNC Health Care

Silver

UPMC 2010 Annual Report
UPMC

Best Use of Photography Overall Publication

Gold

Global Impact 2010 Annual Report
Global Impact

2011 ELECTRONIC PUBLICATION OR WEB SITE WINNERS

Best Overall Editorial

Gold

Lexus Magazine
Story Worldwide
Lexus

Silver

HR360
HR360, Inc

Bronze

News from PATH
PATH

Best Editorial - New Publication

Gold

HR360.com
HR 360, Inc

Silver

Proof Points (www.i360gov.com)
EMC

Bronze

Aquateen Website (www.aquateenpools.com)
Aquateen

Honorable Mention

Federal Cyber Security (www.i360gov.com)
Juniper Networks

Most Improved Editorial

Gold

Learning Center/Lawn & Landscape
BayerAdvanced.com
Bayer Advanced

Best Feature Article

Gold

Mexico City: Urban Exotic
Aeroplan

Silver

Jaguar Pounces on Child
Oak Ridge National Laboratory

Bronze

Capetown: The Unexpected City
Aeroplan

Honorable Mention

Earthquake Rocks Southern California
Oak Ridge National Laboratory
Exploring the Magnetic Personalities of Stars
Oak Ridge National Laboratory

Best Series of Articles

Gold

Monday Mornings with Madison
Madison Commercial Real Estate Services

Best How-to Article

Gold

The Considerate Traveler
enRoute
Spafax

Honorable Mention

How To: Termination Meetings
HR360, Inc

Best Interview or Profile

Bronze

Superconducting Iron Compounds
Oak Ridge National Laboratory

Honorable Mention

How To: Termination Meetings
HR360, Inc

2011 ELECTRONIC PUBLICATION OR WEB SITE WINNERS (cont...)

Best Regularly Featured Department, Section, or Column

Gold

Longevity Magazine e-Journal
"Health Headlines" Department
A4M American Academy of
Anti-Aging News

Silver

Snapshots
Aeroplan

Best CSR/Green Series or Article

Gold

How NCCI Stays Cool and Green
InfoZone
NCCI Holdings, Inc.

Best Overall Design

Gold

Lexus Magazine
Story Worldwide
Lexus

Silver

www.rougemag.com/en-CA
Procter & Gamble

Bronze

arrival.aeroplan.com
Aeroplan

Honorable Mention

www.homedepotgardenclub.com
Home Depot
The RBS Newsletter
Royal Bank of Scotland

Most Improved Design

Gold

BayerAdvanced.com
Bayer Advanced

Silver

Marketing and Communication Department
UC Irvine Medical Center

Bronze

www.rougemag.com/en-CA
Procter & Gamble

Honorable Mention

Uptick Magazine Online
Edward Jones

Best Feature Design

Honorable Mention

The RBS Newsletter
The Royal Bank of Scotland N.V.

Best Info Graphics

Honorable Mention

Eyes on the Prize
Triumph
American Cancer Society

Best Landing Page

Gold

www.rougemag.com/en-CA
Procter & Gamble

Silver

arrival.aeroplan.com
Aeroplan

Bronze

EndlessVacation.com
Story Worldwide

Best Navigation

Gold

www.srma.sage.com
SAGE Research Methods Online
SAGE

2011 ELECTRONIC PUBLICATION OR WEB SITE WINNERS (cont...)

Best Publication Companion Web Site Design

Gold

www.rougemag.com/en-CA
Procter & Gamble

Silver

arrival.aeroplan.com
Aeroplan

Honorable Mention

wfconversations.com
Wells Fargo
www.enroute.aircanada.com
Spafax

Best Publication for a Mobile Device

Gold

www.bigforklittlefork.com
Big Fork, Little Fork
Kraft Foods Inc.

2011 ELECTRONIC ANNUAL REPORT WINNERS

Best Overall Design

Gold

Snapshots of America
2010 PRC National Consumer Study
Professional Research Consultants

Silver

www.carecenter.org/whatmattersmost Midwest
Palliative & Hospice Care Center

Bronze

CommunityBenefitsReport.UPMC.com UPMC

Honorable Mention

Yankee Engineer - Year in Review 2010 USACE, New
England District
AnnualReport2010.UPMC.com
UPMC
<http://communitybenefit.bjc.org>
B2C Healthcare Community Benefit Report
BJC Healthcare

2011 ALL-AROUND PUBLICATION WINNERS

Best Association Publication

Gold

Melbourne Cup Carnival
Victoria Racing Club

Silver

EDUCAUSE Review
EDUCAUSE

Bronze

Insight
Illinois CPA Society

Honorable Mention

TEQ Magazine
Pittsburgh Technology Council

Best Engineering/Construction Publication

Gold

Water Environment & Technology
Water Environment Federation

Bronze

Highways of the Eastern Hemisphere BergerWorld
The Berger Group of Companies

2011 ALL-AROUND PUBLICATION WINNERS (cont...)

Best Financial Services Publication

Gold

Wells Fargo Conversations

Wells Fargo

Silver

Fall 2010 Capital Acumen

US Trust

Bronze

Solutions News Bulletin

CFC

Best Government Publication

Gold

The Benefit of a Lifetime/Your Money Toolkit

CalSTRS

Silver

TARDEC Annual Report

TARDEC

Bronze

Ohio State Parks Magazine

Ohio State Parks

Best Hospitality Publication

Gold

Destination/Destino Marriott 2010

HCP/Aboard Publishing/Marriott Hotels

Silver

Seminole Player's Life

Pace Communications

Best Insurance Publication

Gold

Geico Direct

Geico

Silver

Good Neighbor Magazine (Summer/Fall 2010)

State Farm

Best Manufacturing Publication

Gold

*The Journal from Rockwell Automation
and Our Partner*

Rockwell Automation

Best Medical Publication

Gold

USC Norris Cancer Report

USC Norris Comprehensive Cancer
Center & Hospital

University of Southern California

Silver

Forward

Fox Chase Cancer Center

Best Nonprofit Publication

Gold

Bringing Help, Bringing Hope

Communications Department

American Red Cross

Silver

Rescue, Reform, Results

The Humane Society of the United States

Bronze

Daddy's Story

Multiple Sclerosis Association of America

Honorable Mention

Triumph

American Cancer Society

Triumph

American Cancer Society

2011 ALL-AROUND PUBLICATION WINNERS (cont...)

Best Retail Publication

Gold

Sobeys
Sobeys

Silver

Family Style Magazine
Meredith Integrated Marketing
Publix

Bronze

In Store Magazine
Dallas Market Center

Honorable Mention

The Source
Dallas Market Center

Best School/University Publication

Gold

Nexus
University of Toronto Faculty of Law

Silver

The Colgate Scene
Colgate University

Bronze

NC State Alumni
NC State

Honorable Mention

Alabama Alumni Magazine
The University of Alabama Alumni Association
Xtra-hyper
Mediacorp PTE LTD
Keck Medicine Magazine
Keck School of Medicine USC

Best Tourism Publication

Gold

Peaks Magazine
Peaks Magazine
Active Interest Media

Silver

Aeroplan
Sobeys

Bronze

Visit KC
Kansas City CVA

Honorable Mention

2011 Missouri Travel Guide
Missouri Division of Tourism
St. Louis Visitors Guide
St. Louis CVC
Experience the British Virgin Islands
BVI Chamber of Commerce & Hotel Association

Best Transportation Publication

Gold

American Way, December 1, 2010 - Change in Motion
American Way/American Airlines Publishing

Honorable Mention

Toyota Connections
Southeast Toyota Distributors

2011 INTERACTIVE PRODUCT WINNERS

Best Topic-Specific Video

Gold

35th Anniversary, Washington Business Week
Washington Business Week Video
Association of Washington Business

Silver

<http://vimeo.com/12692035>
Aeropostale

Bronze

www.wipro.com/wipro_tv
Wipro

2011 INTERACTIVE PRODUCT WINNERS (cont...)

Best Topic-Specific Blog

Gold

Olympia Business Watch Blog
Association of Washington Business

Silver

The Bad Breath Blog
Therabreath/Dr. Harold Katz, LLC

Honorable Mention

Management Ink
Sage Products, Inc

Best Blog Entry

Gold

No Country for Old Women
American Journal of Nursing

2011 MARKETING OR STRATEGIC USE OF PUBLICATION/PRODUCT WINNERS

Highest Response Generation

Gold

Endless Vacation eZine
Story Worldwide

Most Innovative Distribution/ Circulation Strategy

Gold

Viral-Demo Composit Bracket
Greene, Tweed Marketing Communications Team

Bronze

Endless Vacation
Story Worldwide

Best Publication/Product Promotional Campaign

Gold

Ban the Basin Campaign
Sage Products, Inc

Bronze

Wellspring: Winning Hearts
NorthBay Healthcare

Honorable Mention

Portfolio of Composites
Greene, Tweed Marketing Communications Team

Best Publication/Product Promotional Quality

Gold

Keeping Our Promise
Midwest Palliative & Hospice Care Center

Best New Publication/Product Launch

Gold

Endless Vacation eZine
Story Worldwide

Best Use as Integrated Marketing Tool

Gold

Bernina 3-Series BMW Promotion
Bernina of America

Silver

Aetna 2011 Calendar
Meredith Integrated Marketing
Aetna

Bronze

Endless Vacation eZine
Story Worldwide

Honorable Mention

Marywood.edu/marketing
Marketing & Communications Campus Services
Marywood University