



**9 July 2008**  
**For immediate release**

## **INTERNATIONAL ACCOLADES FOR LOCAL B2B MAGAZINE**

**The New Zealand Retailers Association is proud to announce its *NZRetail* magazine is continuing its award-winning run – this time picking up four major awards at this year's 2008 Tabbies.**

The Tabbie Awards programme is an annual international editorial and design competition for English language publications, organised by Trade, Association and Business Publications International (TABPI). Now in its fifth year, the 2008 Tabbies featured more than 700 entries from the US, Canada, UK, Australia, France, Ireland, Lebanon, New Zealand, Singapore, South Africa, Switzerland and the United Arab Emirates.

*NZRetail* has won major awards every year since these Tabbie Awards were introduced five years ago.

This time around, the magazine won a GOLD for its contents page, of which the judges said "Great use of type, bold but readable table of contents. This layout effectively uses contrast to create visual interest and an eye path for the reader. The stark grey text blocks balance the vivid photography nicely."

The *Newsclips* section took home a BRONZE for its "fun, eye-catching news section that makes you want to read every entry. While its fun, bright and cheerful, it still presents information that is crucial to its audience. The layout makes excellent use of art and space."

*NZRetail* also received two HIGHLY RECOMMENDED commendations in the COVER and BEST SINGLE ISSUE categories.

Editor Trudy Cliff is full of praise for her team. "Coming hot-on-the-heels of the magazine's local category wins for design and cover at the MPA Awards, these latest acknowledgements only reinforce the fact that, month after month, we are producing one of New Zealand's, and indeed the world's, most eye-catching magazines – in any category."

[www.tabpi.org/2008](http://www.tabpi.org/2008)

ENDS

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