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For Immediate Release

NZ RETAIL HAS GOT IT COVERED

Tangible Media is proud to announce that *NZ Retail* magazine has won the Best Business & Trade Cover category at The Maggies 2010, the inaugural New Zealand magazine cover awards.

The winning cover, from October 2009, featured a close-up of sisal floor-covering - a swirl of texture that suggests sustainability with the use of natural fibres. It is a simple, but very effective picture. The thought behind the cover composition was to produce something busy, but gently busy; bold but with soft, soothing colours; with movement but also static (just like sisal flooring itself) - all with the purpose of making it stand out on the reader's desk.

NZ Retail editor Trudy Cliff says "The issue was received by subscribers at a period of time when the predicted recession had just become a reality. It was not a time to produce a cover screaming doom and gloom or any other sensationalism, but a time when readers needed something familiar and reassuring. NZRetail has consistently shown that it is valued, well-read and kept for reference through reader surveys and NZRA member surveys. In a time of crisis, readers reach for something steady, reliable, that could offer some assistance and is totally non-threatening. This cover has great visual impact, not a shock impact. It was a touch of calm and sanity standing out in a plethora of worrisome media headlines."

Initiated by online magazine subscription company, iSUBSCRIBE, and sponsored by New Zealand Post, the covers entered in The Maggies were shortlisted by a panel of industry heavyweights, Chaired by Executive Director of the Magazine Publishers Association in New Zealand, John McClintock. This shortlist was then put to a public vote via www.themaggies.co.nz, where over 10,000 votes were cast during a five week period.



There were six category winners, from which a single supreme award was chosen. That distinction went to sports winner *CURL* magazine.

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