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For immediate release

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Tangible Media is proud to announce that last night *NZRetail* magazine added another two major awards to its already impressive list of achievements.

NZRetail won Trade Professional Magazine of the Year at the Magazine Publishers Association (MPA) Magazine Awards 2009. Trudy Cliff also won Editor of the Year in the same category. The magazine was also a finalist for the Cover of the Year, an award it won in 2008.

Now in its 60th year of publication, *NZRetail* has recently been a regular award-winner – both in local programmes and also at the worldwide Tabbies, or Trade, Association and Business Publication International Awards.

About the magazine, the judges commented “Great design, snappy news and good feature content. Trudy is forthright with opinionated ‘call-to-action’ editorials.

“Her magazine makes you want to be a retailer.”

The New Zealand Retailers Association, the owner of the magazine, is also truly proud of the success. The Association Chief Executive, John Albertson, says that it is a real testament to the standards that Trudy sets for the magazine that she has been recognised by her peers as one of the best.

“Our members always rate *NZRetail* as one of the major benefits of membership and we frequently get feedback on the quality of the publication. I am sure that all of our members, our directors and the Association staff will join with me in offering our sincere congratulations to Trudy – this is a well deserved accolade.”

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