

manitoba magazines



MANITOBA MAGAZINE PUBLISHERS' ASSOCIATION

2010 Maggie Awards

April 29, 2010

**Manitoba magazine industry celebrates publishing excellence
with second annual awards gala.**

Manitoba's magazine community celebrated its own Thursday night at a gala awards dinner at the Inn at the Forks in downtown Winnipeg.

A packed house of magazine professionals were on hand to see Border Crossings capture the coveted Magazine of the Year award in the consumer magazine category, as well as to see Western Grocer magazine take the Magazine of the Year honours for the Business to Business (B2B) category.

The People's Choice award for consumer magazine went to Heart of the Country, while the B2B People's Choice nod went to Marketplace magazine.

This was the second annual Maggie Awards, which is hosted by the Manitoba Magazine Publishers Association. The number of awards categories grew this year, going from eight in 2009 to 15 in 2010. And in a sure sign of the enthusiasm and support in the magazine community, entries soared by 30 per cent compared to the previous year.

Leading the pack in the consumer category in terms of nominations was Prairie Fire magazine, with six, followed by The Beaver, now called Canada's History magazine, with five. The top nomination-getter for the B2B category was Marketplace magazine, with four.

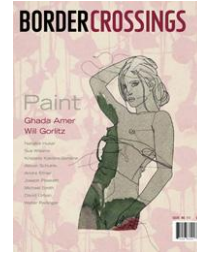
Judges for this year's awards were Morley Walker, Doug Coates, Gavin Rich, David Roberts and Chris Petty. Sponsors included Transcontinental publishing, Premier Printing, Accurate Mail, Friesens, Texterity Inc., Supremex and Publish2Profit. The MC for the gala was CBC personality Alex Freedman.

The full list of finalists and nominees, by category:

Magazine of the Year (Consumer)

Winner
Border Crossings

Finalists
Wave
The Beaver



Magazine of the Year (B2B)

Winner
Western Grocer

Finalist
Marketplace



People's Choice (Consumer)

Hearts of the Country

Finalists
The Beaver
Dish



People's Choice (B2B)

Winner
Marketplace

Finalist
Western Grocer



Best Editorial Package

Winner
The Beaver: 100 Years of Flight

Finalists
Wave – Sweet Dreams.
Wave – A Guy Thing.



Best Cover (Consumer)

Winner
Dish

Finalists
CV2 – Open Issue
Prairie Fire – 30.2 Spring Brocade



Best Cover (B2B)

Winner

Conservator - Between Ducks and a Hard Place

Finalist

Marketplace – Tweet Success



Best Column or Regular Department

Winner

Kayak – History Mystery

Finalists

Railfan Canada – Adventures of a Travelling Railfan

Railfan

Northroots - Portraits of the North



Best Non-Fiction Feature (Consumer)

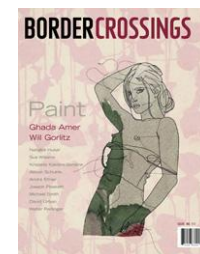
Winner

Border Crossings – Our Lady of Zombies

Finalists

Prairie Fire – Geography of Ambiguity

The Beaver – Valour Sold



Best Non-Fiction Feature (B2B)

Winner

Conservator – Green Heads Forever

Finalists

Conservator – King of Marshy Point

Marketplace - I.DEA.Man



Best Short Fiction

Winner

Prairie Fire – Hold Me Now

Finalists

Prairie Fire – Help Island

Prairie Fire – Passage



Best Poem or Suite of Poems

Winner

CV2 – After Rain, Chatham Beach, Landmarks.

Finalists

Prairie Fire – A long time coming.

CV2 – Freedom, Simularcrum, Night Windows.



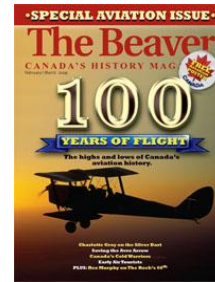
Best Initiative

Winner

The Beaver – 100 Photos that Changed Canada

Finalists

Border Crossing - Border Crossing's Study Centre
Winnipeg Women – Winnipeg Women's Most Beautiful Women Contest



Most Innovative Marketing Initiative

Winner

Horse Country

Finalist

Horse Country



Red River College Creative Communication Student Magazine Project Awards

Best Overall Project – Soles Magazine, Sean Angus, Shelly Cook, Yvonne Raymond and Andrew Kress

Best Content Award – Rebel Yell

Best Design – Grounded Manitoba

List of 21 Magazines Nominated

CONSUMER:

Teaching Canada's History
The Beaver
Kayak
Horse Country
Contemporary Verse 2
Roots North
Canadian Railway Modeller
Railfan Canada
The Cottager
Wave
Winnipeg Men
Dish
Winnipeg Women
Border Crossings
SAY
Prairie Fire
Hearts of the Country

BUSINESS TO BUSINESS/ASSOCIATION

Conservator
Canadian Journal of Green Building & Design
Marketplace
Western Grocer