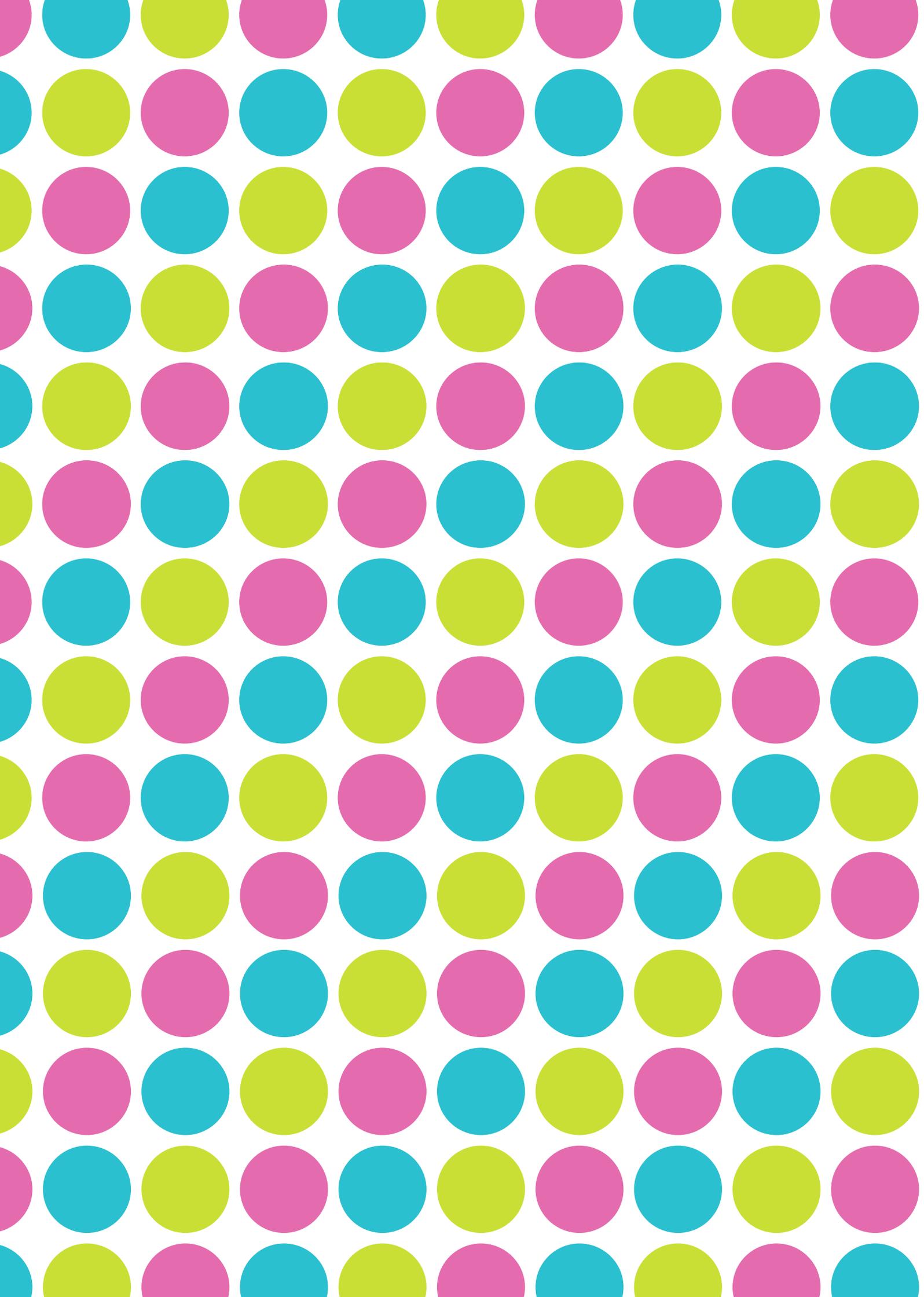


newsawards 2019
print·digital·business
IN ASSOCIATION WITH PJ AND FUJIFILM

The Winners





Our newspapers and news brands are an essential part of life throughout the UK and Ireland. Each week, some 48 million people at home, work or on the move engage with our print, online, mobile or social media products.

Newsbrands in all their formats have an informative, engaging and trusted connection with the reader, viewer and browser. It is this connection that gives national, regional and local press a fundamental role in delivering advertisers a highly trusted and relevant environment that drives real action.

Our unparalleled media informs and educates, entertains, probes, investigates and holds those in power to account. We reach out to international, national, regional and local communities in ways no other news media such as TV and radio can hope to match.

In fact our reach and our audience has never been greater and, to put it in perspective, the 48 million people our news brands reach each week, is more than both Facebook and Google at 38 million and 38.5 million respectively.

Google and Facebook too are investing in our news provision and commercial innovation via the Digital News Initiative and the Community News Project. They also recognise the need for credibility, in the light of fake news, in order to encourage more people away from a reliance on social media 'news'.

At the same time as fake news is being mass produced, real professional journalists are being imprisoned or killed. More than 80 journalists were murdered last year in the pursuit of true news, while 348 were imprisoned and 80 held hostage for doing their job.

And in recent weeks we need to look no further than Ireland and the targeted killing of 29-year-old prominent journalist Lyra McKee who was gunned down while doing her job.

Stateside, Donald Trump's anti-media rhetoric is dangerous. Is the New York Times really the 'enemy of

the people' for its reporting of the president? No, of course, not, but eventually mud sticks and a number of news outlets and their editorial staff have suffered abuse following an outburst of presidential tweets and comments.

This is why it is so important that we make sure the industry that supports and defends heroic journalists and campaigners like these, and provides a platform for thousands more all over the world, is fighting fit for the future.

As Simon Fox CEO of Reach Plc, said in a speech to the Stationers recently: "In the war against fake news, our most powerful weapon is truth."

The mode of news delivery may continue to change, but successful brands that draw their lifeblood from quality and targeted content grow greater audiences by the week as they continue to reinforce trust in our brands.

newsawards focuses on excellence across the print, digital and commercial sectors of the business – the overall news brand success story. Judges also analysed quality content closely, as well as majoring on print and production excellence, design and business, digital and commercial innovation.

For the 23rd year in succession, I would like to say how indebted the awards team is to all our sponsors who have enabled us to showcase the very best our industry has to offer. Special thanks go to Fujifilm, our headline sponsor since day one and to Agfa, Newsprinters and Google for sponsoring this year's three days of judging. And a big thank you to all news publishers and printers who entered from around the world – and congratulations to all the winners and commended news brands featured in this book of the night.

Gary Cullum
Editor & Publisher PJ





The Judges



The Awards

Print judges

Back row, from left: **Matthew Wellington**, global investment director, head of yield strategy, Financial Times; **Keith Burkin**, contract operations manager, Harmsworth Printing; **Lee Pharoah**, operations manager, JPI Media Printing, Portsmouth; **Paul Shorey**, operations planning director, Telegraph Media Group; **Phil Aitken**, head of print, Guardian Media Group; **Louise Burns**, advertising director, Midland News Association; **John Brewis**, managing director, Reach Printing Services and operations director, publishing, Reach Plc; **Alan Geere**, international editorial consultant and PJ columnist.

Front, from left: **Alison Thomas**, commercial development manager, The New Milton Advertiser and Lymington Times; **Will Gore**, executive editor, The Independent; **Gary Cullum**, editor and publisher PJ and newsawards 2019 director; **Helen Downing**, head of international operations, News UK; **Nick Schiller**, former chief production officer, Archant

Business and Digital judges

From left: **Simon Murray**, CEO, Specl; **Laura Doward**, publisher marketing manager, Google; **Abi Slater**, director of communications, ISBA; **David Higginson**, chief audience officer, Reach; **Denise Turner**, insight director, Newsworks; **Ian Dowds**, chief executive, UKOM; **Kevin Edwards**, global client strategy director, Awin Global; **Howard Scott**, chairman, JICREG; **Jo Holdaway**, chief data officer, ESI Media.

Remote judging only, inset from left: **Joanna Carrigan**, head of branded content, The Times, The Sunday Times and The Sun; **Belinda Beeftink**, research director, IPA

The Fujifilm Grand Prix – The Total Package 5

Print

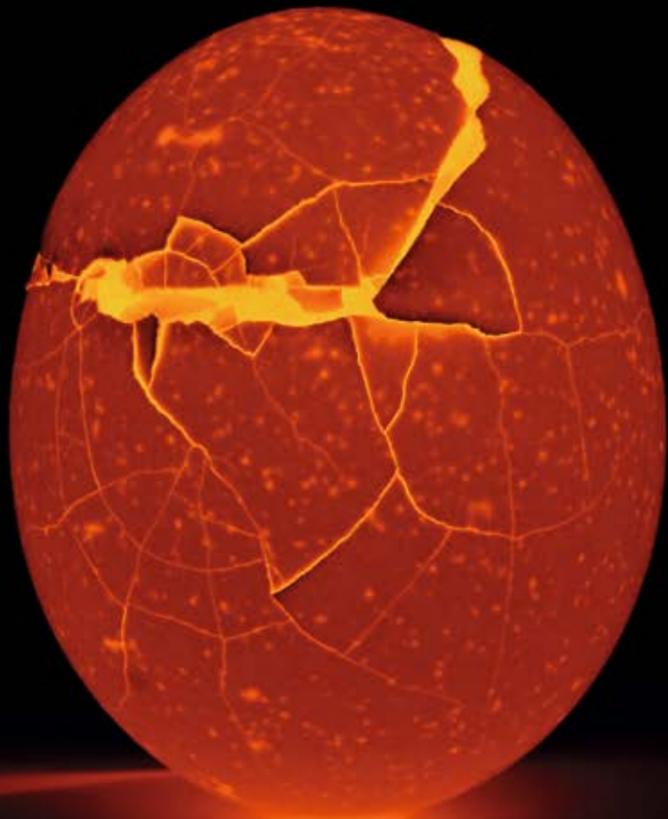
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Innovation is key to the future of the industry, which is why Fujifilm has introduced PLATESENSE - a programme designed to change the way that pre-press is managed.

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Fujifilm Grand Prix

The Total Package

The Grand Prix is awarded to the news media brand that offers the most powerful combination of Print, Digital and Business. The entry must demonstrate how the brand has used print and digital technologies to offer its audiences a Total Package to ensure future success and sustainability.

Although the Grand Prix has only one winner – there are no Highly Commended or Commended – some of the entries deserve a special mention.

The Times and The Sunday Times entry was singled out for its ground-breaking subscription model and high volumes of quality content.

The Telegraph showed true investigative journalism and a developing array of products to face the future. A news brand that is clearly doing something right.

Up against the big publishing powerhouses, the i pulled off a significant achievement in growing profit! No mean feat in today's climate.

FT Weekend was singled out for its commitment to pioneering journalism as evidenced by its important investigations.

Last year's winner, The Sun played to its strengths and knows its audience inside out.

However, the stand-out winner of the 2019 Grand Prix is The Guardian, which enjoyed an outstanding year encompassing journalistic excellence, impact and innovation in print and online and now has break-even in its sights, thanks to an innovative business model driven by reader contributions.

Just some of The Guardian's 2018 highlights:

- Named as PAMCo's most trusted news brand in both digital and print
- Breaking the Windrush scandal story
- Going tabloid allowed it to re-imagine its print offering with an award-winning redesign
- Digital revenues up by 15%
- Biggest year for page views with over a billion impressions every month bar one

And what did the Judges have to say about The Guardian?

- The Guardian has tremendous production values across all of its platforms
- Unquestionable journalistic integrity
- Successful digital innovations that have given measurable ROI to the business
- Audience and £ results speak for themselves
- Ticks all the boxes
- Superlative use of multimedia
- Compelling, urgent, deeply engaging





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Newspaper Printer of the Year

The Agfa Premier Awards

This was the category that, perhaps not surprisingly, drew much comment and plaudits from the judges. The quality of the submissions was exceptionally high – world class in several cases, said judges. They were meticulous in their scrutiny of each printer's publications that had to demonstrate consistent production quality across, for the first time, three non-consecutive days or weeks chosen by the awards team. After an extensive period of assessment, judges just couldn't separate the top two entrants.

Joint National Winners

Newspinters (The Times, The Daily Telegraph)

Universally praised for its bright and clean copy, this entry scored highly for its production quality across different formats - and for being an entry from two manufacturing plants, showing the consistency achieved off different presses.

St Clements Press (Financial Times, FT Weekend)

Bold, striking colours with superb impression on a pink sheet and produced on the "oldest press in the room" helped this entry into top spot for the second successive year.

Commended

JPI Media Printing, Portsmouth (Daily Mail, Metro) Good stuff from the south coast where the production schedule is tight.

Reach Printing Services, Oldham (Daily Mirror, The Guardian)

Excellent printing skills across two very different publication designs.

Reach Printing Services, Watford (Daily Express, The Guardian)

Fantastic density, excellent impression resulting in a punchy and clean product.

Reach Printing Services, Westferry Luton (Daily Express, Daily Star)

Sharp copy, vivid colours, quality work on high volume titles.

Regional Winner

Discovery Print (The Press and Journal, The Courier)

The 2016 winner reclaims its crown with the stand-out copy on the table said judges, making it a winner in a tough category. High quality clean printing, excellent vibrant colour printing, superb inking.

Highly Commended

Iliffe Print (Cambridge Independent, Stamford Mercury)

Praised for strong consistent blacks and amazing bold, bright colours. Judges noted high grade paper that lifted the product. A beautiful look.

Commended

Archant Print (East Anglian Daily Times, Eastern Daily Press) Solid blacks lift all pages.

Interpress NI (Irish News, Fermanagh Herald) Consistent colour balance. Strong colours and solid blacks.

Mortons Print (Stratford-upon-Avon Herald, Teesdale Mercury) Real richness, with some particularly sharp photographic reproduction.

Newsquest Glasgow (The Herald, Evening Times) Clean copy, excellent reproduction, a nicely printed portfolio.

Webprint Ireland (The Clare Champion, The Southern Star) Good colour balance and sharp images. Broadsheet copies caught the eye.



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ACHIEVER OF
THE YEAR**

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Young Achiever of the Year

The UPM Premier Award

Now in its second year, this award seeks to acknowledge an individual who has made significant strides in their professional development. Open to young employees under the age of 35, judges were looking for evidence of hard work, dedication and a passion for print in an individual who plays a key role in the production of the finished printed product. Each was nominated for the award by their line manager and several wowed the judges.

Winner

Marc Goodwin, production support manager, JPIMedia Printing, Dinnington

Multiple degrees in print-related subjects aren't common. What's even better, said judges, is Marc's commitment to the longevity of the sector and his clear loyalty to his company. He is highly motivated, career driven and demonstrates outstanding leadership skills.

Nominated

Andrew Colley, group editor, Newsquest Bucks & Herts Despite having greatness thrust upon him at an age when many trainee journalists are still at uni, 23-year-old Andrew has shown maturity and leadership that would be welcome at any age.

Tom Fletcher, publishing operations development lead, News UK Strong work ethic, tremendous principles and drive for greater efficiency and revenue growth. Judges said it was great to see a young executive coming through as a diligent all-rounder with excellent overall business awareness.

Sean Gallacher, technical engineer, Discovery Print, DC Thomson Media Turning up and working is one thing, believing you are capable of more is another. Delivering and achieving a full time role through a starting job as a cleaner, is a massive achievement. Sean's video entry suggests his upwards trajectory isn't over yet.

Ben Peet, business improvement manager, Newsprinters Knowsley Great combination of business and practical skills with strategic planning ability. Judges said Ben showed incredible commitment while studying for his MBA and holding down a full time job, demonstrating superb work ethic with clear drive and a passion for success.

Jayleigh Price, No1 printer, Precision Colour Printing Just 20 years of age, the youngest candidate for the 2019 Achiever Award, Jayleigh's approach to work and commitment to development impressed the judges who liked the fact that she achieved her ambition of "wanting to run one of the big machines".



PRINT
AWARDS



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National Newspaper of the Year

The manroland Goss web systems Premier Award

A strong field of acknowledged big-hitting, market-leading brands gave judges much to mull over in this category. Entry criteria called for production excellence across three consecutive issues, attractive designs, and eye-catching front pages plus evidence of campaigns and marketing initiatives. These heavyweights ensured that they ticked every box with high production values, bold front pages and spreads, slick navigation through great content, and overall packages that were variously described as punchy, elegant and offering something for everyone. Just a few points separated the top two contenders for this prestigious title.

Winner

The Times

Classic timeless design with the highest production values, The Times repeated its 2018 winning performance. It was exceptional, said judges, with highly respected content presented in a simple, easy to read format. It is hard to beat and benefits from super crisp print quality to enhance its innovative use of photographs. An all round big hitter, taking centre stage for news, sport and entertainment, The Times continues to maximise considerable commercial advantage from its supplements.

Highly Commended

i newspaper

Edged into second place by the narrowest of margins, the i newspaper impressed with its performance – daily brand readership grew 17 per cent in 2018 with sales revenue up by 12 per cent for the first half of the year. As well as providing a concise well-informed product, the i has pulled off the ultimate trick – increasing profit.

Commended

Evening Standard Well designed with tons of varied content and huge political bite. Staggering for a giveaway.

Financial Times A big-hitter that is clean, clear, and “exceedingly well” printed. Must-read content and in tune with its audience.

The Daily Telegraph A package that always looks superb, with the highest levels of content, design and reproduction throughout, and completed by a high value portfolio of supplements.

The Guardian Brilliant news, features and comment with eye-catching use of colour makes The Guardian a very serious package.





International Newspaper of the Year The Resolute Forest Products Premier Award

Yet again, a strong field with some exceptional newspapers entered from all over the world gave judges plenty to ponder and deliberate in a category designed to reveal how overseas publishing practices differ from our own. Judges commented on eye-catching designs and high end production values. A number of German publications made the shortlist, showing this country's strength and depth in newspaper publishing.

Winner
Frankfurter Allgemeine Sonntagszeitung (Germany)
Having missed top spot for the past two years, this impressive title is back in the limelight. A formidable package from one of the heavyweights of European publishing, said judges. Great print quality, big, bold, and stand-out. Highly respected with meaty reads put together with a lightness of touch. A proper Sunday newspaper.

Highly Commended
Diário de Notícias (Portugal)
A publication full of bold display with imaginative use of graphics that UK newspapers would love to emulate, wrote one judge. Superb use of white space and striking fonts. A classy newspaper.

Commended
Berlingske (Denmark) Striking covers, good clean, well designed copy delivering a stylish and professionally produced publication.
Dagblad het van Noorden (Netherlands) Commercially strong with varied templates and good use of photography.
Donaukurier (Germany) Clinically designed with an easy to read typeface and nice sectional layout.
Financial Times A classic global newspaper described by judges as unique. A truly international approach from one of the UK's big players.
Heilbronner Stimme (Germany) A smart and stylish newspaper with good repro and excellent production values.



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Sunday Newspaper of the Year The Prinovis Premier Award

The Sunday papers – the weekend just isn't complete without them. There were some heavyweight contenders in this category, proving there is a corner in the weekend for quality broadsheets and tabloids from both national and regional newspaper stables. Sunday editions of daily papers were in competition for the award alongside titles staffed for a full seven day turnaround. Points were awarded for high standards of print production, with perfection and consistency considered non-negotiable. Commercial and business strengths were also the focus for judges who were looking for signs of commercial innovation and business success. Just five points separated the top two contenders.

Winner

The Sunday Times

Winning for the third year in succession, The Sunday Times had a bumper year, with more people buying the title in 2018 than in 2017 – including a record 250,000 paying digital subscribers, a 27 per cent increase year-on-year. A huge package with content aplenty providing astonishing value for money. Such a comprehensive product that different members of the family can all find something they need. Classy mags and an innovative commercial approach. Wonderful repro and pushes all the boundaries of image.

Highly Commended

The Observer

Classy and stylish design coupled with good production throughout. Nicely printed and manageable format. Also described as stunning looking, with top notch content to match the superb design detail. Confidently growing into its smaller format.

Commended

Sunday Sun (Newcastle) Very different to the high budget nationals, but a tight product, well put together, with good regional focus.

The Mail on Sunday Plenty of value and a triple pack of added-value magazines. Fearless approach to news coverage.

The Sun on Sunday Knows its readership inside out and presents it with a comprehensive content package crisply produced.

The Sunday Telegraph Really good design elements, a quality product, great value package with first rate photography that's well printed. Grabs your eye.



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Regional Daily Newspaper Of The Year
The Aktrion Premier Award

A large field of quality regional newspapers from across the UK and Ireland. Judges relished impressively clean, clear and crisp print production, with excellent colour repro taken as read and some eye-catching editorial brought alive by quality print.

Points were awarded in this hotly-contested category for design and content, with the panel analysing story count, layouts, fonts, ease of navigation and structure. The top entries had 'bags of energy' and, as you would expect, a strong regional focus.

Winner

The Press and Journal (Aberdeen)

Winner for the second year running and highly commended in 2016, this superb DC Thomson title attracted plenty of plaudits, although only beating its sister publication into second spot by just five points. Near the top of the price point, The P&J oozed quality, with bright colours, striking front pages and punchy blacks. Sharp repro, top class supplements too – an exemplary news service provided to a vast area.

Highly Commended

The Courier (Dundee)

Clean format and well balanced copy. Trimmed weekend section adds value to the offering. Great layout with high story count, this easy to read publication was extremely well printed with a sound, structured design. Clean, sharp and bright and setting the news agenda. Commitment to supplements shows that delivering value to readers remains at the heart of what a regional daily is for.

Commended

Eastern Daily Press Knows its market with clean and easy to read design. Great commercial innovation.

The Chronicle (Newcastle) Strong regional focused editorial and high impact photographs.

The Irish News In a big year for the paper, the News delivered on all fronts. Excellent content, in an easy to read, well printed design. Rich and diverse, nicely stitched.

The Yorkshire Post A beautiful paper, using its broadsheet format to full capacity with excellent traditional design and great content. A terrific package.



We congratulate all the entries to this year's Newsawards.

Your continuous work to strive for better quality, diversity and keep the printed product at the forefront of media communication is outstanding.

Well done to all the winners!



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Weekly Newspaper of the Year

The WRH Global UK Award

The breadth and quality of weekly newspapers on the table were proof – if any was needed – that people still like to pick up a paper and sink themselves into what’s happening locally. Judges scoured the multiple entries before them for evidence of quality print production and how well the papers served their audiences, engaged with readers and proved commercially savvy. The category offered up chalk and cheese – traditional long standing publications of record, with others serving up ultra modern design with significant use of clean, white space.

Winner

Cambridge Independent

Notching up a hat-trick of wins, this beast of a title regularly hits 128 pages in its fabulous, neatly stitched and trimmed format on higher grade paper. A quality feel with striking covers and beautiful design that makes this weekly feel like a magazine. A high value package for the people of Cambridge. This newspaper covers absolutely all areas of interest.

Highly Commended

Hereford Times

A powerful news package and attractive offer to advertisers help give this long-established weekly a modern edge. Simple layout, cleanly produced with consistent print quality. Among the UK’s top performing weeklies.

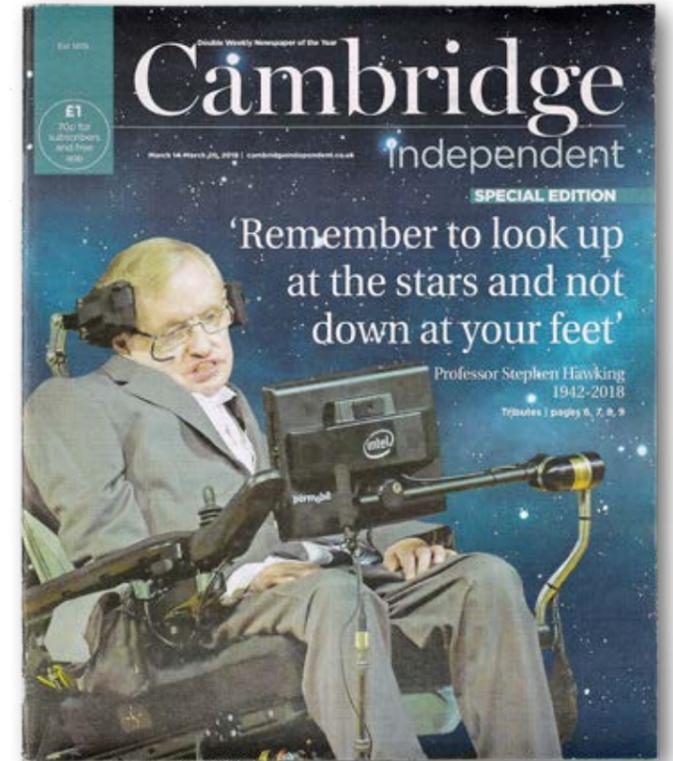
Commended

Hexham Courant The towns and villages of Tynedale are lucky to have such a vibrant product to reflect their triumphs and tragedies, said one judge.

Kent Messenger Confident, competent and well produced with high story count and clean open pages. Rich blacks and punchy colours.

Newbury Weekly News Great family-owned community newspaper covering all topics and local events. Well printed with sharp images.

The Westmorland Gazette Super traditional paper, now 200 years old, with high production values that truly represents its diverse community.



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National Supplement/Magazine of the Year

The Sun Chemical Awards

For the second year running, this category comprises two awards – for weekly and non weekly products – and rightly so in order to recognise the huge constraints in budget and production time for seven day supplements enabling them to shine and show just what can be achieved on a weekly budget.

Non-Weekly Winner

LUXX (The Times)

This title fully lived up to its name. Described as incredibly beautiful, with an excellent range of content and exceptional use of white space, last year's runner-up wowed the judges. It was full of super vibrant colours with impact and punch. The scale of this magazine demonstrates its commitment to highlighting the luxury sector.

Highly Commended

How to Spend It (Financial Times)

A gorgeous publication with fantastic design, content and clear purpose. A seasoned performer that has dominated this category over the years, with a breadth of content that sets it apart from titles that focus on luxury alone.

Commended

Luxury (The Daily Telegraph) Super-sized format demonstrates commitment to harvesting high-end advertising, while transferring readership online too.

ST (Telegraph Media Group) Well produced portfolio of fashion magazines with excellent photography and quality print.

Travel Magazine (The Sunday Times) Amazing amount of relevant content and innovative ad solutions too.

Ultratravel (The Daily Telegraph) High end and high impact with beautiful design and striking photographic reproduction.

Weekly Winner

ES Magazine (Evening Standard)

To produce a magazine of this standard in a free distribution model is a real feat, and doesn't detract from its scale or content, stimulating innovative and effective commercial application of inserts and onsets. Superb print quality, innovative ads and perfectly matched to target readership.

Highly Commended

Feast (The Guardian)

Clear focus on a single subject matter means the reader knows what they are getting. Beautiful layout; super sharp product photography lifts this supplement.

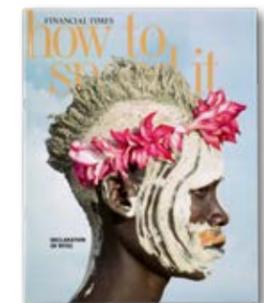
Commended

Stella (The Sunday Telegraph) Competent publication with a clear focus on the female market segment.

The New Review (The Observer) Large tabloid format gives the title room to show off its strong design. Perfect fit with brand value of its parent title. Impressive coldset product.

Telegraph Saturday Magazine Well printed, innovative commercial offerings and serves its target audience well.

The Sunday Times Magazine Quality production with lovely glossy feel and content enhanced by confident design.





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Regional Supplement/Magazine of the Year The Precision Colour Printing Award

One of the largest contested categories and a glittering showcase of formats, bindings, stock and production techniques. The category attracted sumptuous magazines that did credit to their flagship title or stable and gave some excellent coldset supplements little room for success. In addition to their aesthetic appeal, their commercial credentials were also examined to see how they succeeded as feeder publications.

Winner

Uptown (Newsquest) A convincing winner. Really cool covers with a fantastically specific regional focus, made more financially viable by sharing the design across different regions – smart thinking by Newsquest. This portfolio of magazines features excellent photography, with high end production values, beautiful layout and design, enhanced with outstanding printing. Added to which, commercially, it's very successful.

Highly Commended

Bury & West Suffolk Magazine (BBP Magazines)

A lovely design, and a commitment to young designers made this publication stand out. Stunning colour and stunning pictures. Last year's joint winner was close to the winner's podium again.

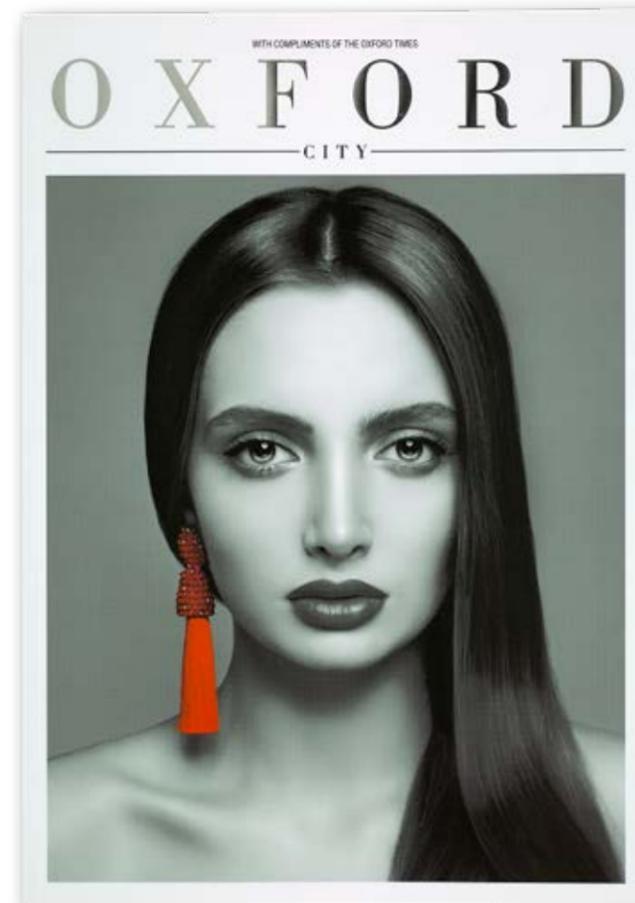
Commended

Bounce Magazine Quirky small-format title from East Anglia, unique in every way and looked good among the big group entries.

Dorset Living (Newsquest) Smart publication that hides its economical production-hub methods well; a real heavyweight, attractive glossy product.

Homestead (Archant) Unusual eye-catching size, striking covers and nicely printed with super content.

Velvet Magazine (Iliffe Media) Joint winner last year, judges agreed this magazine does not look nor feel like a free pick up title. It oozed quality – a classy, bold and striking publication.



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Well done to those shortlisted as nominees in the category and congratulations to the winner.

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International Printed Innovation of the Year The Printing Charity Award

This popular category again attracted entries from all over the world. There were some fantastic examples of innovations never seen before, together with those that have protection of the environment at their heart. Judges looked for entries that demonstrated the most innovative, creative and commercial implementation of print for newspapers. Another critical element was evidence of commercial benefit to printers and publishers.

Winner

Mail Metro Media – Bohemian Rhapsody musical cover wrap
This fun cover wrap may have driven the binding staff crazy, but you could not possibly ignore its attention-grabbing invention. It demonstrated a fantastic blend of printing with electronics to deliver a unique high impact message. The legendary Queen song was a perfect subject for audio innovation and the cover wrap was executed brilliantly.

Highly Commended

The Guardian – Compostable wrapping
A close runner-up, The Guardian's compostable wrapping is an excellent sustainable approach to tackle an issue faced by many newspapers. Hopefully, in the not too distant future, this will be seen as the norm not an innovation. This is a great move by The Guardian, one that puts belief before cost and is much appreciated by its readers.

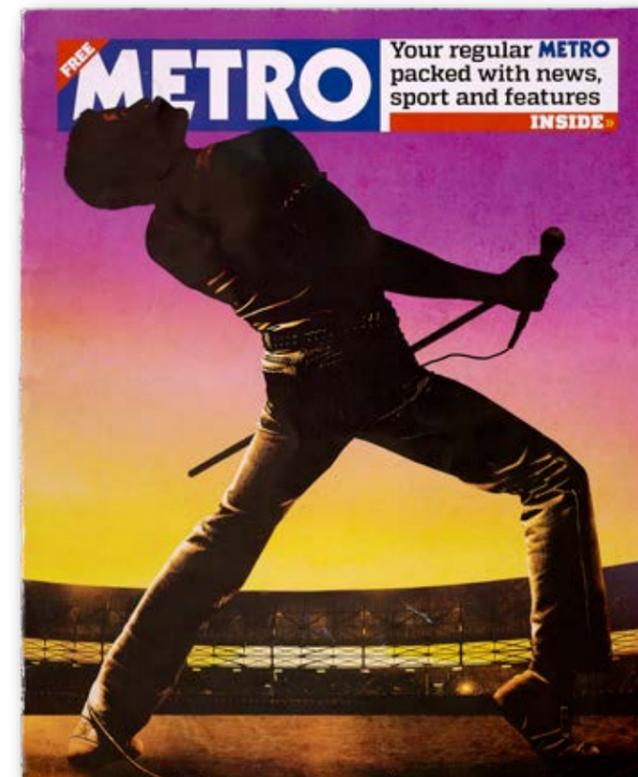
Commended

DC Thomson – Chalk Talk schools supplement Chalk Talk is a superb way to attract younger readers and their children and, hopefully, encourage long term newspaper readership. Creative, fun with great commercial potential.

MNA – Gold Magazine The striking gold cover must have pushed production close to the edge. It is a highly commercial initiative, which is bound to appeal to advertisers. "Looks incredibly impressive".

MNA – Story of the Season What an excellent way of re-purposing content and re-affirming the relationship between the newspaper and the City. Superb printing and content make this story of Wolves' season a collector's item.

Reach – Halfords Glow in the Dark cover wrap This glow in the dark cover wrap was an industry first. A fine example of an ad department using production facilities to create a relevant campaign that directly related to the clocks going back.



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FlintGroup

Niche Market Newspaper of the Year The Flint Group Award

A fantastic category to judge, though a hugely diverse one with many publications demonstrating a superb in-depth understanding of their market, whether that be religion, classic cars, fishing, hyper-local news, farming, sport or schools editions. With such diversity on the table, judges focused on three main criteria - how successfully did the publication appeal to and engage with its readership, how well was the content supported by production quality, and was there evidence of commercial innovation. There was a big field of top contenders this year, making this category a tough one to deliver a verdict on.

Winner

Hackney Citizen

Commended in 2017 and 2018, and finally taking top spot for 2019. This is a beautifully presented hyper-local read with traditional values and a modern twist. It was a stand-out publication, with perfect repro quality and superb printing on bright stock. Effective and relevant to its readers, said judges.

Highly Commended

The Essential Journal

A design-led title with bags of content and a luxury feel. Eye-catching and stunning, and clean and bright with plenty of white space.

Commended

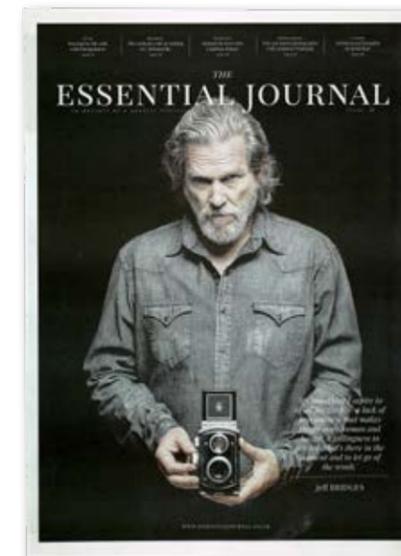
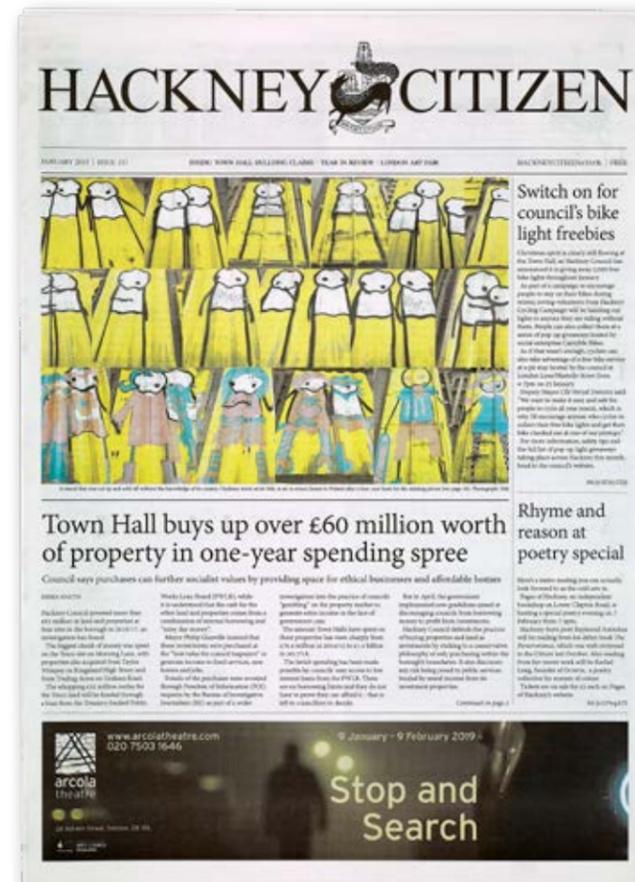
Cage & Aviary Birds No surprise to see this iconic title flying high. It defines niche catering – who else would dare to lead with “an introduction to all 8 types of pelican”? As always, wonderful images and print quality.

Church Times Excellent layout and reproduction of well processed images in a nicely designed package with rich content.

Narc A smart small format, edgy, and well produced. Knows its audience. Funky, said one judge.

Photography News Unsurprisingly great photos from this solid read with excellent print quality and bold covers.

The New European Innovative title, true success story in a declining print market; creative covers and well targeted to its audience.





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Congratulations

to all of the 2019 Winners!



Commercial Advertising Initiative of the Year The Papermule Award

This year, the Commercial Advertising Initiative of the Year category attracted entries from some of the UK's leading newspaper brands and media agencies. Many showcased creative and innovative ideas at their core while keeping a watchful eye on the bottom line benefits they delivered.

From musical cover wraps to an unparalleled collaboration between two national tabloid newspaper rivals, the entries impressed the judges with their ingenuity and thoughtful approach.

Winner

Mindshare – Deep State (Daily Mirror and Metro)

Extremely clever use of multi-media platforms to educate their audience about a new serious subject and then engage with this audience over a sustained period of time. It demonstrated lovely creative thinking and is a great merger with real world politics. Brilliant execution and use of print and social, delivering fantastic results. The client stated that 'an innovative show needs innovative and disruptive marketing which this delivered'.

Joint Highly Commended

Mail Metro Media – Bohemian Rhapsody musical cover wrap (Metro)

Demonstrating fantastic innovation, this iconic song must have been ringing out all over the capital on the day this cover wrap appeared. An eye-grabbing and ear-grabbing concept with impact, longevity and real social appeal. A wonderful piece of PR and, above all, lots of fun.

The Telegraph & ZenithOptimedia – NatWest

A neat, multi-platform initiative, with excellent use of both print and digital to deliver insights. It delivered powerful results for both the Telegraph and NatWest brands.

Commended

MediaCom – eBay It's Happening (News UK) This entry demonstrated simple, great journalism and showed strong commercial success. A good example of a cross-platform, creative campaign.

NewsUK/Reach/The Bridge/MediaCom – Tesco Weekly Little Helps (Daily Mirror and The Sun) Judges liked this initiative, which saw two of the fiercest rival red-tops collaborating on this effective campaign. Securing the front page of both the Mirror and The Sun was a real coup.





Congratulations!

To all of tonight's winners and participants.



Brand Partnership of the Year The Newsprinters Award

Entries in this category just get better and better. This year saw a fabulous array of stand-out entries highlighting creativity and impressive commercial results – with ample evidence of brand enhancement.

With entries coming in from a mix of national and regional newspaper brands, this year the top six was dominated by just two major publishers working with some of the world's leading media agencies.

Winner

Reach Solutions/The Story Lab – Halfords 'Really Ready for Summer'
An impressive and compelling entry, with neat execution and exposition of the Halfords brand. The entry ticked all the boxes in terms of an excellent national and local campaign and delivered stunning results. This partnership was a 'win' for both brands, with a genuine feelgood factor.

Highly Commended

Reach Solutions/MediaCom – Cancer Research UK
One judge "loved the insight here – getting people to think positively about the work CRUK is doing helps create a distinctiveness about the brand". This was a wonderful collaboration with lasting impact and results to match, with judges impressed by the upbeat nature of the partnership.

Commended

Reach Solutions/Hearts & Science – UKTV A highly creative campaign with lots of new fun interactions including print and digital. The 'How Healthy is your Postcode' was especially liked.
The Telegraph – Department for Education (DFE) 'Get Into Teaching'
By crafting insightful, researched and engaging pieces, this campaign earned strong results and high conversions.
The Telegraph/Initiative – Grundig 'No Time for Leftovers' This worthy campaign used powerful ideas with an ecological approach to real world issues combined with education and knowledge sharing. It delivered excellent evaluation of the Grundig brand.
The Telegraph/Wavemaker – Mini 'A Very Modern Tale' A campaign that oozed quality and was absolutely on brand. A simple, clear entry that was well executed.






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Best Use of Advertising Technology

The Reach Printing Services Award

Advertising is a fundamental ingredient to the ongoing development of the modern newspaper. Today, advertising messages are delivered via a multitude of software programmes, media agencies and data servers, all of which are underpinning news production. This is revolutionising the way brands connect with their audiences and the way publishers and advertisers interact with each other.

However, ad tech is a complex process that is constantly changing. 'Old' technologies are being superseded rapidly by new technologies that are appearing at a dizzying rate.

Although limited in number, the Ad Tech entries that succeeded this year were those that explained their technology simply and highlighted their benefits to publishers clearly. Entries that confused with over-complicated jargon were marked down.

Winner

Telegraph Media Group - Clarity

Telegraph Media Group has created a piece of technology that stays true to the principles of transparency. By proving the impact of branded content in real time, The Telegraph is raising the bar for the branded content industry as a whole. In an age of a million data points, Clarity has used strong story telling to create an intuitive service that stands out from the crowd. A bold and innovative development.

Highly Commended

Outbrain

Impressive results from a well-known player that has spent time getting to understand editorial and readers, showing that content recommendation works best when it pays attention to its environment. By working with publishers that are propelling into the digital age, Outbrain is helping to maximise revenue potential with minimal disruption to the consumer. This is an excellent example of the evolution of an ad tech platform.

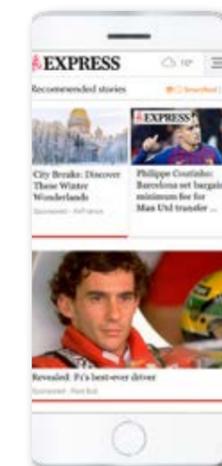
Commended

Rubicon Project This has been an impressive year for Rubicon with its IAB gold standard certification. By committing to tackling ad fraud and increasing transparency, the Rubicon Project is leading the way in cleaning up the digital marketplace. A series of innovations in the past year has made Rubicon a brand that all publishers need to keep engaging with.

The Telegraph



Outbrain





News Website of the Year

The PCS Award

This category pits the might of news sites with global reach and influence against minnows serving their local audiences. Once again the judges were impressed by how smaller regional news websites with significantly smaller budgets and resources compete against the 'big boys'.

Judges were looking for news sites that combined excellent content with creative and innovative use of technologies. Commercial success was also an influential factor.

Winner

The Guardian

Moving up to the top slot in 2019, last year's runner-up impressed with its comprehensive use of social media platforms, tech innovations and new ways to monetise its readers. As one judge neatly summed up: "Quality journalism remains at its heart and it's paying off. What more do you want?" With another period of impressive audience growth, this was a compelling entry.

Highly Commended

inews

A compact team has created a product that is not only slick and easy to use, it's also become highly profitable. By investing in journalism, tech and design, the i has attracted a number of high-profile advertisers and the figures speak for themselves.

Commended

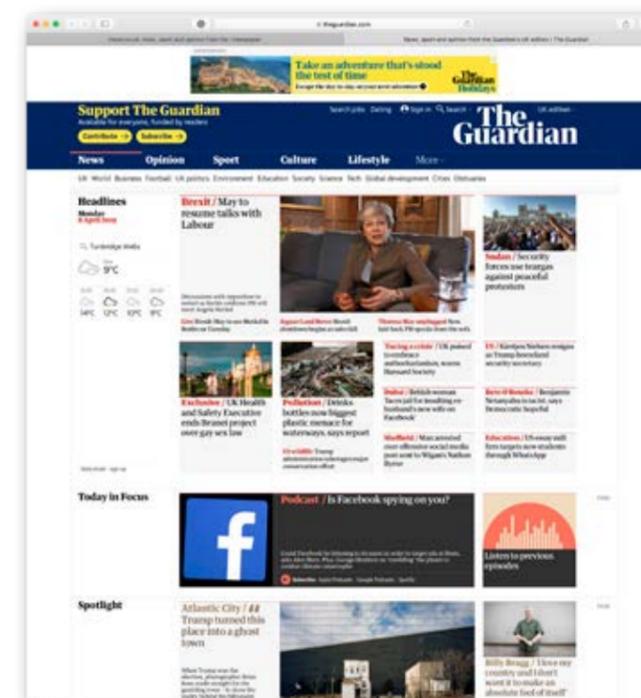
ChronicleLive An early adopter of new technology with good examples of platform integration. Effective use of social media to grow audiences and engagement.

KentOnline This site impressed with its great collaboration with the University of Kent to deliver radio and video content. Nicely designed with clear news, sport, jobs and cars sections.

The Telegraph A strong example of how paywall strategies are starting to find their place when supported by quality journalism and a long-game, committed strategy.

The Times & The Sunday Times This website remains a masterclass in how to link print and digital design in a way that creates an immersive feel.

Warrington Guardian A quality, striking local news site with first-class reporting and significant audience growth. Great use of Facebook to engage readers with local content and stories.



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International Digital Innovation of the Year The Drag+drop Award

Today, more than ever, news brands are having to innovate to succeed in an increasingly challenging climate. Audiences are more demanding, looking for news media products that deliver their content in a dynamic, original and engaging format. That's why this award is so important, as it showcases the fantastic level of innovation that is being used around the world.

Winner

Publico – Transparent Journalism Tool

This Spanish news brand has developed a transparency and authentication tool that will create better trust in professional journalism. Although AI is often seen as a threat to journalism, Publico demonstrated that, in the right hands, it can empower journalism and help build trust. One judge commented: "it is easy to see how this tool could have a long-term impact on the future of digital income for publishers."

Joint Highly Commended

Archant – Databank

Newsrooms will appreciate the value of this content tool. It offers great management of data, ease of use and presentation. "I hope this is soon available to every local newsroom as it could make a real difference."

The Times – Conscious Commissioning

A comprehensive and detailed data project that dives deep into a huge amount of data and gives actionable insights across a wide breadth of editorial content. A real stop-in-your tracks entry.

Commended

ChronicleLive – Everything is Black and White podcast This podcast has generated an entirely new revenue stream by tapping into an audience need that has generated huge engagement.

Jang Real An entry from Pakistan that demonstrates excellent use of augmented reality to attract a more tech-savvy audience as part of a cross-platform strategy.

The Independent – Independent Minds The entry stands out for creating a place for quality conversation, demonstrating there is a demand and appreciation for a closer relationship with journalists.

The Telegraph – Premium Embeds and Interactives An excellent execution of combining free and paid content behind simple paywalls. Slick and easy to interact with.



Presentación en la UPV/EHU





News App of the Year

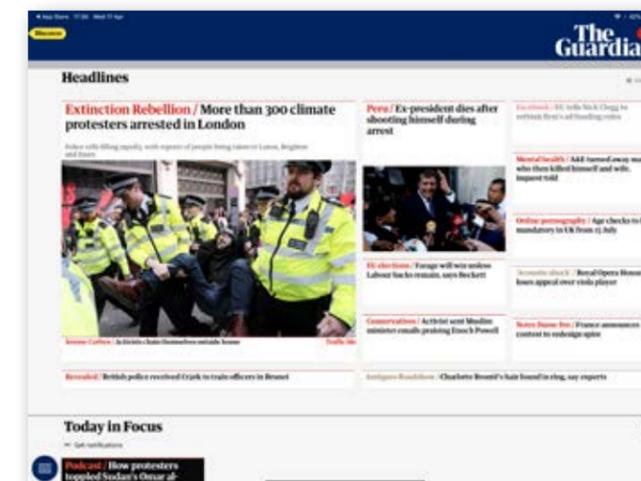
The PJ Award

Mobile phones and tablets are excellent tools for keeping up with all the latest news. In this category judges were looking for news apps that not only delivered exceptional news content but also did this with a close eye on commercial performance. What they did not want to see were apps that simply replicated the reading experience of the printed product.

Winner

The Guardian

It is evident that The Guardian puts the user first with a wealth of content and personalisation opportunities. It has great layout, excellent UI and a truly inspiring number of users and subscribers. The subscription uplift behind the premium content strategy is extremely impressive. This app is a true benchmark and is as innovative as it is easy to use. The constant iteration of ideas is seamless and creates a world-leading service for readers.



Highly Commended

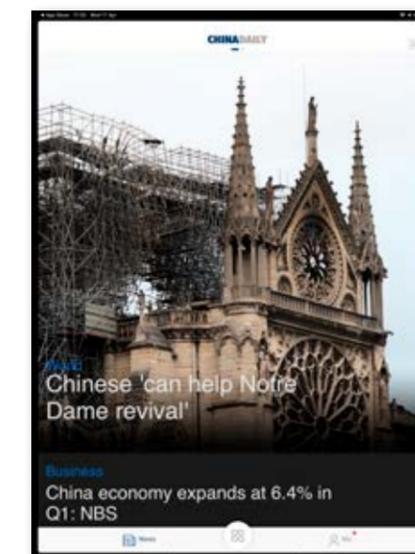
China Daily

An app offering a powerful mix of technology and innovation, with great clarity on audience needs. One judge particularly enjoyed the intelligent algorithm basis of the newsfeed. The China Daily app has enormous scale, is easy to use and is very reader friendly.

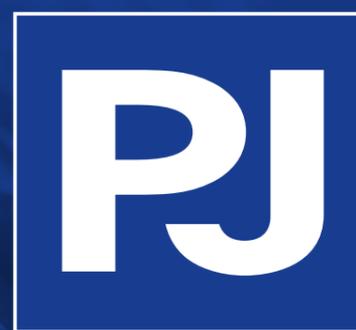
Commended

Belfast Telegraph Impressive engagement stats show there is a future for local news on nicely-designed and informative news apps. Strong use of reader personalisation makes this a powerful audience engagement and retention tool.

The Independent Content rich, well suited to its audience, The Independent app has a crisp, clean layout with intuitive usability and shows there is a demand for curated content served in a format readers are familiar with.



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Outstanding Use of Social Media

The newsawards Trophy

Social media has had a profound impact on the news media industry. As news now travels at such an extraordinary speed, news brands have to keep up to maintain their readership and to keep relevant. Social media not only helps to circulate the news today to a huge audience, but it also gives readers a voice directly into newspapers.

Entries to this category grew considerably in 2019, and judges were on the look-out for examples of how social media platforms have been used in creative, engaging and innovative ways.

Winner

The Telegraph – WhatsApp Groups

The Telegraph's entry scored highly for its innovation and the use of a messaging platform to bring engagement and traffic (including subscriptions) back to the brand. It demonstrated a great way to inform, educate and build a community for time-poor people wanting bite-sized information. "A clear winner".

Highly Commended

FT – Instagram

A creative way to use social media to appeal to a new demographic, with thoughtful use of journalism to engage beyond the paywall in a way that's perfect for the platform itself. The FT is leading the way in making some of the most complex news topics more digestible.

Commended

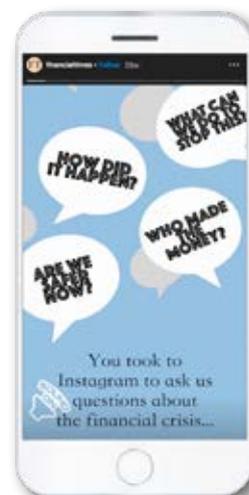
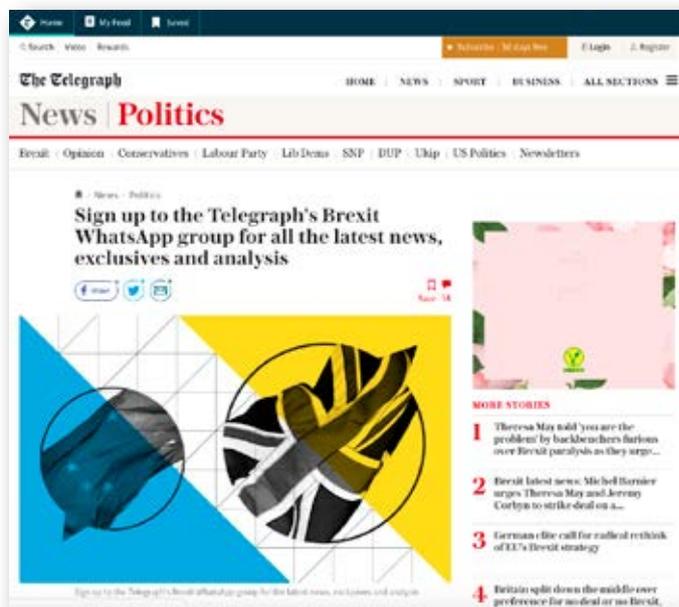
Archant – Enjoy more A positive and uplifting project. By engaging with communities on Facebook and sourcing positive news, Archant is tackling the issues that are faced by the demise of local news outlets.

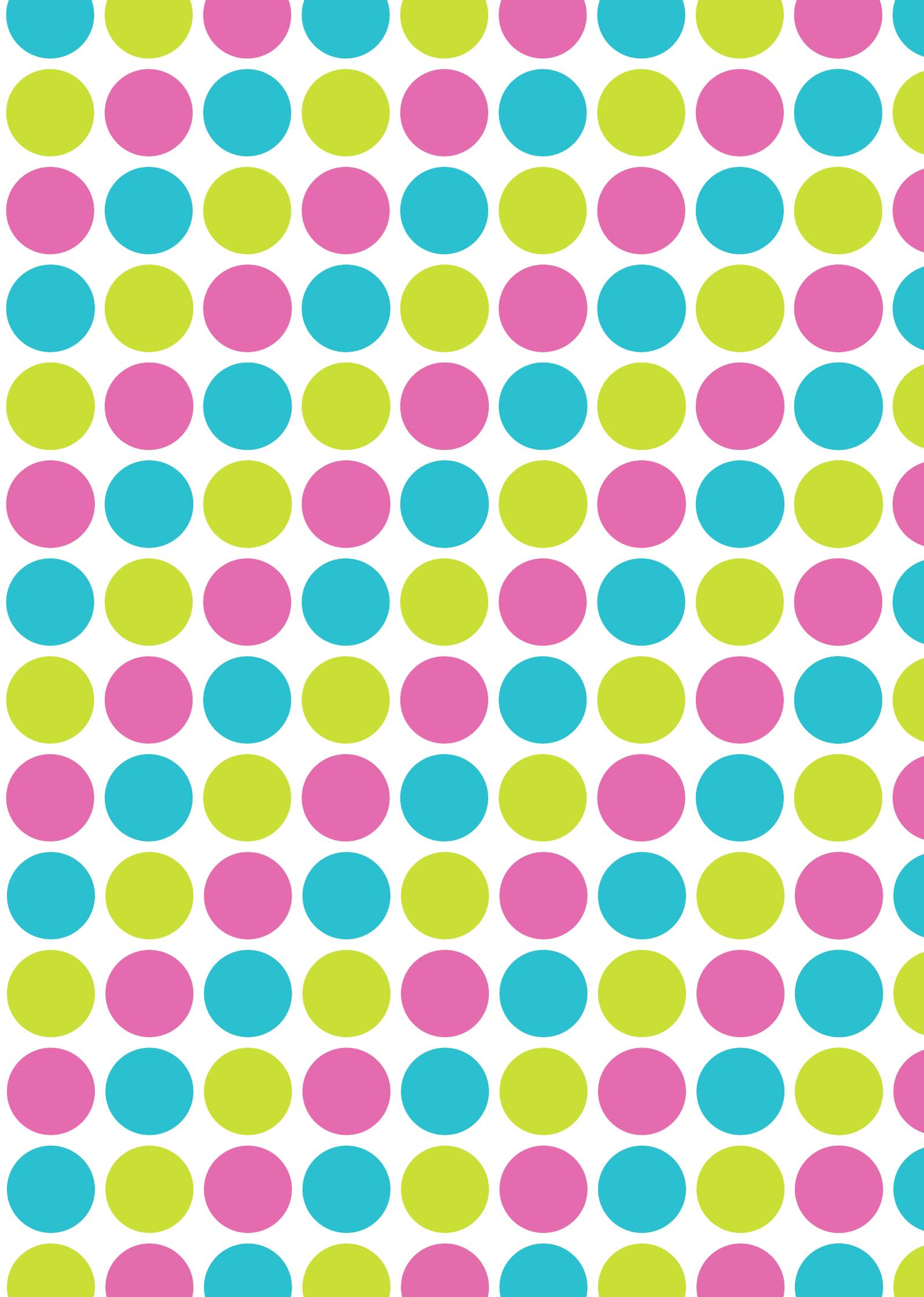
Birmingham Live – Brummie Mummies Fascinating and inspiring, the Brummie Mummies project is reaching over 200K people a month and also bringing people together in real life.

Sunderland Echo – Instagram The Echo's embrace of Instagram to share positive news and comment is forward-thinking and worthy of great praise.

The Independent With impressive scale and influence in Facebook, plus a commitment to exclusive social content and simulcasting, this was a powerful entry.

The Sun – Dream Team A fantastic example of how truly connecting with an audience and understanding its culture can drive phenomenal growth.







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