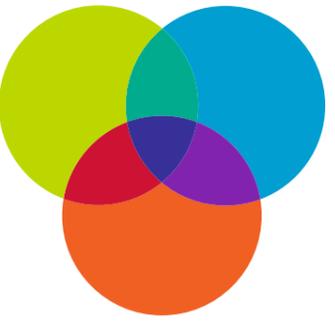


newsawards 2017
print·digital·business
IN ASSOCIATION WITH PJ AND FUJIFILM

Winners



Our newspapers and news brands are an essential part of life throughout the UK and Ireland. Each month, some 47 million people at home, work or on the move engage with our print, online, mobile or social media products. Our unparalleled press educates and informs, 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 can hope to match.

There are daily reminders of how fortunate we are to live and work in a society where a free press can operate. The Wikileaks and whistleblower Ed Snowden revelations have fuelled international debate. The Panama Papers investigation and Sam Allardyce exposure are further examples of how our news media sets the agenda, forces change and keeps the powers that be on their toes.

With our free press under attack from those in the corridors of power and those who would shackle or seek to censor us, we need our purveyors of quality journalism and hard-hitting headlines as much as ever before. The champions of the free press that make up the UK's newspaper market are the strongest and most diverse in the world – as 23 senior news media and agency executives discovered over three days of intensive judging for newsawards 2017. Our industry's ability to inform, entertain and question those in authority is unrivalled. We know that we have something special to offer because more people than ever before are taking a stake in us around the clock and around the world.

Our news brands are at the heart of the communities they seek to serve, reporting news as it happens in an increasingly digital-first industry. Ours is a balancing act; we balance the hunger for instant news – anywhere, any time – with the continued desire for a more considered analysis. And in doing that, we balance the direct delivery

of news via citizen journalists and social media with the sustained appetite for print, which remains the go-to platform for quality in-depth editorial insight, commentary and features. And we also balance the continuing commercial and financial challenges facing our industry.

Newsawards focuses on excellence across print and digital and commercial sectors of the business – the overall news brand. That said, judges were tasked this year to assess and analyse content closely – because content remains king – as well as majoring on print and production excellence, design and business and commercial innovation.

The mode of news delivery may be changing constantly and moving forward, but successful brands that draw their lifeblood from quality and targeted content grow stronger by the week, continue to reinforce trust in our brands and gain greater audiences by the hour.

On behalf of the awards team, I would like to say how hugely indebted we are to all our sponsors over the past 21 years 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 which continues to host our print categories judging. Also thanks to the IAB (Internet Advertising Bureau) for hosting the digital and business awards judging for the third consecutive year.

As this Winners Book reveals, ours is a tough and resilient industry. We are pioneering and we are innovating, both in print and online. Our portfolio is greater than ever before and our audience continues to grow. Long may that continue.

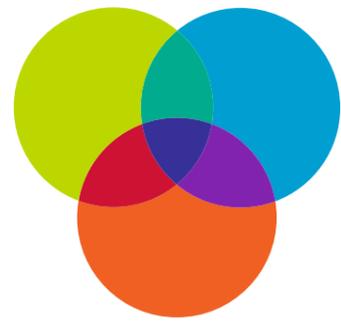
Gary Cullum, editor and publisher, PJ



THE JUDGES



THE AWARDS



Pictured left, the Print categories judging panel

From left: **Karl Tucker**, operations manager, Harmsworth Printing, Thurrock; **Brendan Elebert**, group print director, Independent News & Media Ireland; **John Higginbottom**, chief executive, Westferry Printers; **Doug Wills**, managing editor, London Evening Standard and Independent; **Nigel Hole**, commercial director, Mortons Media Group; **Gary Cullum**, editor and publisher of PJ; **Derryck Cooper**, quality and process manager, Newsprinters; **Mohammed Faqir**, head of sales and business development, St Clements Press; **Peter Robertson**, design director, Telegraph Media Group; **Dave Kirwan**, head of development, Guardian News & Media; **James Gurney**, chief executive, Newbury Weekly News; **Oly Duff**, editor, i; **Neil Benson**, editorial director regionals, Trinity Mirror; **Nigel Pickover**, editor emeritus, Archant

Pictured left, the Digital and Business categories judging panel

From left: **Justin Taylor**, managing director UK, Teads; **Tom Jenen**, president, international, Polar; **Russell Carter**, head of content commercialisation, Trinity Mirror Solutions; **Daniel Wood**, head of partnerships, MediaCom; **Tim Elkington**, IAB UK chief strategy officer; **Mark Field**, director, The Bridge Studio, News UK; **David McMurtrie**, head of UK publishers, Global Partnerships, EMEA, Google; **Tim Cain** owner, Digital First Media; **Dan Miller**, senior vice-president, communications, EMEA, VICE Media

The Grand Prix – The Total Package 5

PRINT

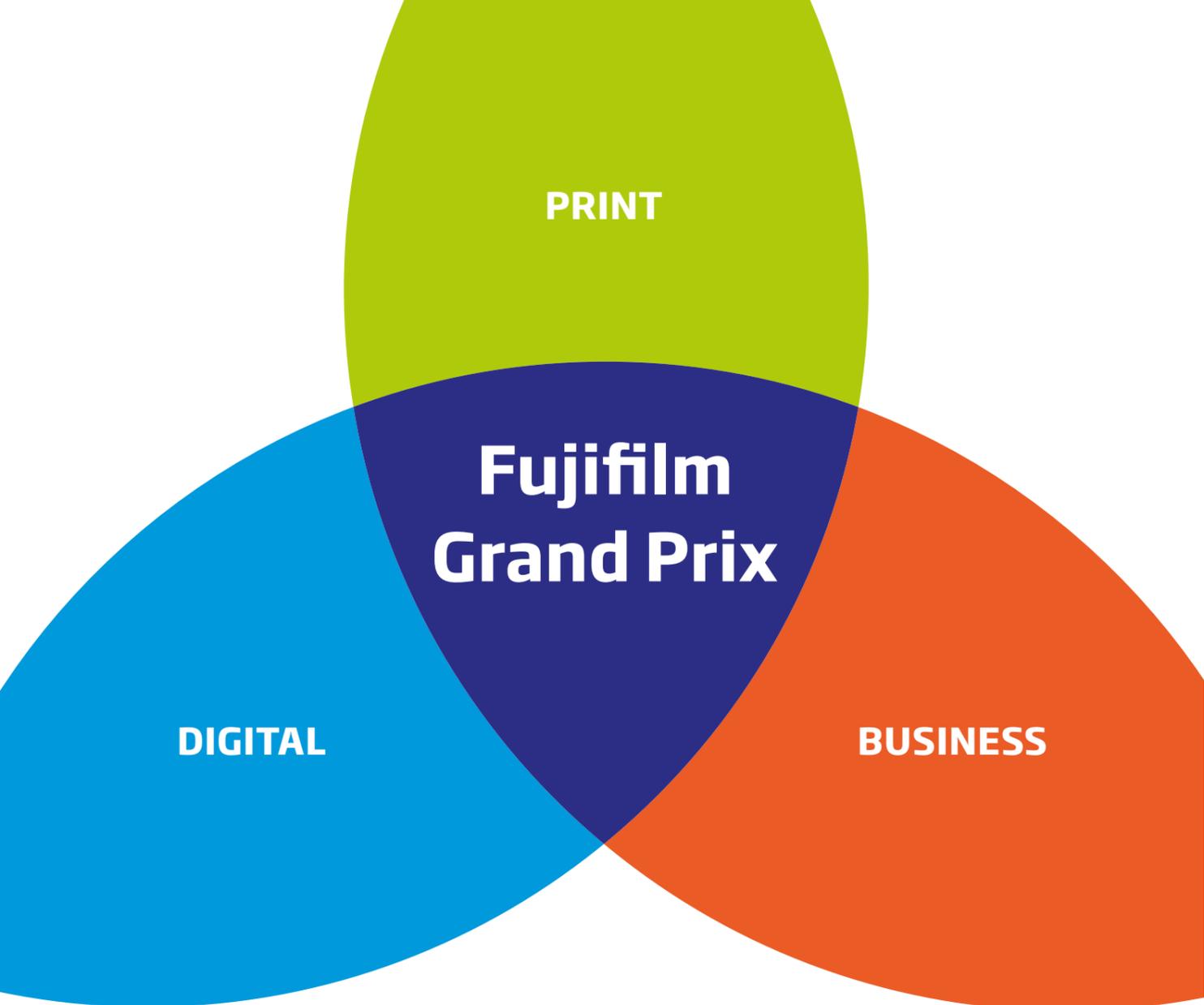
Newspaper Printer of the Year 7
 International Printed Innovation of the Year 9
 National Newspaper of the Year 11
 Regional Newspaper of the Year 13
 International Newspaper of the Year 15
 Sunday Newspaper of the Year 17
 Weekly Newspaper of the Year 19
 National Supplement/Magazine of the Year 21
 Regional Supplement/Magazine of the Year 23
 Niche Market Newspaper of the Year 25

DIGITAL

News App of the Year 27
 International Digital Innovation of the Year 29
 News Website of the Year 31

BUSINESS

Commercial Advertising Initiative of the Year 33
 Brand Partnership of the Year 35
 Best Use of Advertising Technology 36



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The Total Package

The Grand Prix is awarded to the news brand that brings together the most cohesive and compelling mix of Print, Digital and Business.

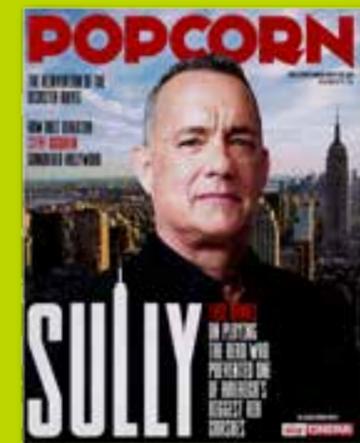
Presented with entries from major news brands and one start-up, judges were looking for entries that demonstrated the very best cross-platform collection of both printed and digital assets.

This category does not have Commended and Highly Commended nominees - there is just the one winner. However, the judges were astonished by the sheer breadth of digital innovations on offer from The Guardian, especially the work undertaken in the exciting world of Virtual Reality - it's 6x9 project was simply outstanding. Also worthy of note was The New European, which so surprised the industry with its pop-up newspaper concept and really imaginative and novel approach to commercial success.

This year, for the first time, the Grand Prix is going to The Sun – one of the first occasions that a major newsaward category has gone to a red-top. With more than six million readers, The Sun demonstrated to judges how it has amplified both its print and digital offerings achieving its objective of reaching new audiences with innovative and exciting new products affirming The Sun's position as a leading UK media brand. And, most importantly, The Sun was able to show evidence of commendable commercial success.

Just a few of The Sun's highlights in 2016 were:

- The launch of a bookie – sunbets.co.uk – that reached entirely new audiences and opened brand new business revenue streams. It grew a customer base to over 100,000 in just four months.
- A complete relaunch of the brand's website – the sun.co.uk Following the launch of the website, unique visitors doubled from 30 million to 60 million in 12 months.
- Launching a fantastic array of print promotions to increase reader habit and drive purchase of the printed product
- Embarking on some great partnerships to further enhance the brand. For example, The Sun's partnership with Sky resulted in Popcorn, a commercial advertising initiative that has been awarded a major trophy in this year's newsawards Business categories. But when it comes down to it, it's what the judges thought about The Sun and its Grand Prix entry that counts: "Throughout 2016, The Sun has introduced a range of new innovations in both print and digital making it a worthy winner of the Grand Prix." "The Sun's entry emphasises how a brand can extend outside of its core remit. An amazing story of change!" "Having emerged from behind a paywall, 2016 represents a real step-change for the business. Great diversification such as betting and Snapchat." "Great commercial 'nous' with a sensible U-turn on the paywall and a real nose for business with products like Sunbets." "Bold, brash and innovative – that's The Sun!"





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NEWSPAPER PRINTER OF THE YEAR

The Agfa Premier Awards

Consistent and excellent quality were the standards at stake in this category. Registration, evidence of solid blacks and clean colours came under the microscope along with photo reproduction, alignments, show-through, consistency and clean white space.

The impressive scope of broadsheet, tabloid, dailies, weeklies, red tops and quality broadsheets on the judging table for this prestigious category demonstrated the range of technical challenges faced day-in, day-out by UK print plants in today's demanding market.

NATIONAL WINNER

Newsprinters Broxbourne (The Daily Telegraph, The Sunday Times) Winner for the second year running, the Broxbourne team demonstrated some great looking copy. The quality was superb, with fantastic inking on large images.

HIGHLY COMMENDED

Newsprinters Knowsley (The Times, The Sunday Telegraph) The Knowsley team were snapping at the heels of their Broxbourne colleagues in this battle for print supremacy, with just two points separating them. Their portfolio demonstrated clean copy and excellent type reproduction.

COMMENDED

Guardian Print Centre (The Guardian, The Observer) Both sets of newspapers were superb; a real 'pick me up' feel on the newsstands.
INM Citywest (Irish Independent, Sunday Independent) Clean and sharp colour with pin-sharp register. Terrific example of a poster picture front illustrates confident printing.
St Clements Press (Financial Times) Well printed on salmon paper stock with little set-off and generally clean pages.
Trinity Mirror Printing Watford (i, The Mirror) Printing of The Mirror exquisite with clean copy and excellent halftone reproduction.
Westferry Printers (Daily Express, Daily Star) Consistent densities across both titles.

REGIONAL WINNER

Mortons Print (Driffield & Wolds Weekly, Teesdale Mercury, Newark Advertiser) A clear winner with judges, who described Mortons as the 'stand out' entry.

HIGHLY COMMENDED

Discovery Print (The Courier, The Press & Journal) The team at Dundee again proved their expertise with printing that was consistent, clean and sharp.

COMMENDED

Archant (EDP, MCN) Accurate register of sharp print with solid blacks.
Iliffe Print, Cambridge (Cambridge Independent, Jewish Tribune, China Daily) Clean, crisp printing, with sharp images and vivid repro.
Newbury Weekly News (NWN, The Brecon & Radnor Express, Newquay Voice) Great printing across the whole portfolio.
Newsprinters Eurocentral (Falkirk Herald, Fife Free Press) Well balanced colours, consistent printing and registration.
Portsmouth Web (Metro, Alton Herald, West Briton) Three clean products beautifully printed.





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INTERNATIONAL PRINTED INNOVATION OF THE YEAR The UPM Premier Award

Creativity coupled with technical expertise brought some eye-opening and thought-provoking ideas to the judging table. The range of imaginative initiatives on display demonstrated how the industry continues to evolve in its search to offer an enhanced reader experience and sustain the core printed product.

This category was a truly international affair, with publishers across Western Europe, Scandinavia, Pakistan and the UK all keen to prove that they had met the brief, with innovations designed to promote the printed newspaper, especially among young readers.

WINNER

Aftenposten Junior (Norway)

A brilliant effort, said judges, who loved the format, photography, layout, editorial content, the strong links between digital and print, and the overall 'feel' of this Norwegian weekly newspaper for children. It has proved commercially successful despite not carrying any ads, relying instead on the goodwill of parents and schools. 'The execution is superb,' said judges. 'This is a great platform to help entice children into newspapers.'

HIGHLY COMMENDED

Kids News (Denmark)

'This is a fantastic concept that nicely marries both print and digital content that truly targets children'. There was across the board praise for editorial content, with additional note made of climbing readership figures, use of children as reporters and the colourful and bright design.

COMMENDED

Big School & What Next Magazines (MNA)

Excellent publications. Bang on the target audience of young people and their parents. A superb A4 glossy format.

Daily Jang (Pakistan) A genuine innovation with QR codes that has breathed life back into the title's classified section and shows how fresh thinking can bridge print and digital media to the benefit of print revenues.

Discovery Print/DC Thomson Lovely use of cross pollination of print and digital, driving sales of printed product and online traffic.

i – You Decide A pre-Brexit campaign that reached out to readers with useful, well-presented content.

The New European A smart pop-up publishing concept that avoided the pitfalls of some other print start-ups. A newcomer worthy of recognition.



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NATIONAL NEWSPAPER OF THE YEAR

The manroland web systems Premier Award

A title race among big hitters at the top of their game saw familiar names from the UK newsstands in contention for this award. Judges scrutinised consecutive issues of all entries to check quality and consistency of print production. Fantastic designs, eye-catching front pages with inviting headlines and compelling pictures were also much in evidence. These impressive heavyweights also showed their mettle with some superb content and slick marketing initiatives, prompting judges to comment that they offered great value for money.

Judges were also keen to acknowledge business success in a climate that increasingly demands fresh thinking and innovation. This was a closely-fought category with just one point separating the winner from the highly commended.

WINNER

The Daily Telegraph

Taking top spot in this category for the second year running, The Daily Telegraph dazzled with its expertise in repro, commercial ingenuity, design and editorial content. A good-looker thanks to good use of white space and cutouts. Excellent supplements won particular praise. This is a newspaper that goes the extra mile to create commercial opportunities and build solid profits.

HIGHLY COMMENDED

The Times

The Times excelled in a momentous year for news, with ABCs showing impressive year-on-year figures said judges. Analysis and columnists are as good as it gets. This is a quality product, well designed and printed.

COMMENDED

i Delivering a hearty read, i has clear graphics and a balanced bite-sized design with satisfying content.

Financial Times The ultimate for must-read content and finely tuned to its audience. Particularly praised for its Brexit coverage.

The Guardian Great exclusives, like the Panama Papers, which were innovatively presented. Wonderful design and colour reproduction.

The Sun The market leader for red-tops and its bright, breezy and varied content shows why. The Sun continues to be a tour-de-force in the industry.



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REGIONAL DAILY NEWSPAPER OF THE YEAR

The Aktrion Premier Award

Judges picked out impressively clean, clear and crisp print production to relish, with good colour repro and some 'eye-catching editorial, brought alive by quality print'.

Points were also awarded in this hotly-contested category for design and content, with judges analysing story count, layouts, fonts, ease of navigation and structure. Many entries had 'lots of energy' and had 'the feel and quality of national papers'.

Sales and distribution figures were a major part of the mix, with judges quick to praise titles for stabilising or raising readership and for commercial enterprises successfully supporting the brand in notoriously tough trading conditions.

WINNER

London Evening Standard

The winner by quite some margin, the Standard certainly set the standard in this category. Its strong repro, commendable design and pleasing print production caught judges' attention. 'Any newspaper that goes from £25m in the red, to five years of profit, winning plaudits from readers and big business, is doing things right.'

HIGHLY COMMENDED

Press & Journal, Aberdeen

First-rate print quality pulled in the points for this northern Scottish title, which is highly commended for the second year running. Judges were also wowed by 'very clear and easy to read' design and 'interesting national, international and local' editorial content.

COMMENDED

Eastern Daily Press Strong front page. Well printed. A rich mix of news/business and sport.

Irish News Quality editorial, innovation and commercially astute with lovely design, print and repro.

The Courier, Dundee Last year's winner revealed eye-catching editorial brought alive by quality print.

Yorkshire Evening Post Fabulous series of front covers, great stories and engaging editorial content.

Yorkshire Post A very traditional broadsheet. Stylish and confident with consistent printing. A newspaper with real clout.





INTERNATIONAL NEWSPAPER OF THE YEAR

The Resolute Forest Products Premier Award

This world tour of newspaper printing and publishing was an insight into the processes employed by our overseas cousins and an opportunity to compare them to our own. Impressive German entrants again proved strong in this popular category, where Western European publishers were well represented alongside entrants from the Middle East, Pakistan and China.

Judges were impressed by colourful and beautifully printed newspapers, unusual formats, distinctive choice of paper stock, striking designs and compelling imagery – all coming together to produce some thought-provoking products.

WINNER

Aftenposten Junior (Norway)

This was a fabulous success story, as far as judges were concerned. They applauded the fresh and bold design, and enjoyed its high-quality print on improved stock and acknowledged its increased sales figures. 'Superbly put together, with consistent eye-catching design and great kids' content,' said one. 'Simply a superb execution of the concept – bright, colourful and engaging, without patronising its audience. No wonder it's so popular,' said another.

HIGHLY COMMENDED

Frankfurter Allgemeine Sonntags Zeitung (Germany)

Last year's winner and once again a formidable package that sets the bar high in this world-class category. An excellent quality newspaper with a large number of very good sections, well printed and with a cracking design. 'Outstanding printing – the best seen this year,' enthused one judge.

COMMENDED

Berlingske (Denmark) Modernity mixed with a serious news agenda and great value for money. Stylish, classy, a delight.

Donaukurier (Germany) Lovely use of pictures with clean copy, sharp lines, and vibrant colours. Section by region is a smart idea.

Heilbronner Stimme (Germany) Extremely clean copy and well printed. The women's sport coverage was refreshing.

The Times of Oman A fine looking paper and the heatset cover was a nice touch.

Vorarlberger Nachrichten (Austria) Judges loved the layout of this paper, which was rich in bite-size information.



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SUNDAY NEWSPAPER OF THE YEAR

The Kodak Premier Award

The Sunday papers – the weekend just isn't complete without them. Contenders in this category proved there is a corner in the Sunday market 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 that have publication turnarounds of seven days.

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.

WINNER

The Sunday Times

Commended last year, this '300lb gorilla of a Sunday paper' stood out as an 'overall great package'. It was praised for being packed full of content wrapped in a vivid design that was clean and easy-to-navigate. Strong ABCs were noted, as was this heavyweight's investigative journalism 'that leaves no stone unturned'. 'Your Sunday all rolled into one, with hours of great reading on well printed and well designed pages.'

HIGHLY COMMENDED

The Sunday Telegraph

Another excellent publication that scored highly for its printing and high story count presented in readable sections, plus strong design, great use of images and 'crystal clear reproduction that enhances a beautifully edited content package'. Judges said the title was to be congratulated on increasing its circulation in a tough market, adding: 'Great looking throughout and value for money.'

COMMENDED

Sunday Independent, Ireland A market leader in its field. Easy to navigate with crisp design. A pleasure to read.

Sunday Mirror Sharp printing, with few marking issues, this newspaper has an impressive story count with a bouncy design and powerful exclusives. A tabloid with a human touch.

The Mail on Sunday Clear attempt to innovate and raise Sunday sales. Frequently sets the Sunday agenda and offers real value-for-money.

The Sun on Sunday Busy, brash and well crafted. Well presented and innovative, trying different ways to make this product relevant and at the heart of the nation.



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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 judging 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 this bumper contingent of entries for evidence of quality print production and how well the papers served their audiences, captured readers and proved commercially savvy.

Conventional layouts reflected some titles’ long-standing links to the communities they serve – with one dating back to 1770 – while others had a contemporary twist and significant use of clean, white paper.

WINNER

Cambridge Independent

A clear favourite with judges, this paid-for, launched in September 2016, was a potent combination of crisp printing, contemporary magazine style design and strong content that had clearly found its local niche, said judges. ‘This is definitely a paper you would pick up,’ said one, with a colleague describing the Clndy as ‘simply a brilliant and innovative product, with high production values and compelling content. A premium 112-page product that is a bargain at only a £1’.

HIGHLY COMMENDED

Stratford Herald

In a category dominated by tabloids and compacts, this broadsheet shone out for its stunning print production, with particular note made of its property supplement. A healthy sales performance also ticked the commercial criteria box, while further points were awarded for design and layout. ‘Very impressive content and great stories,’ said judges, adding: ‘A lovely product.’

COMMENDED

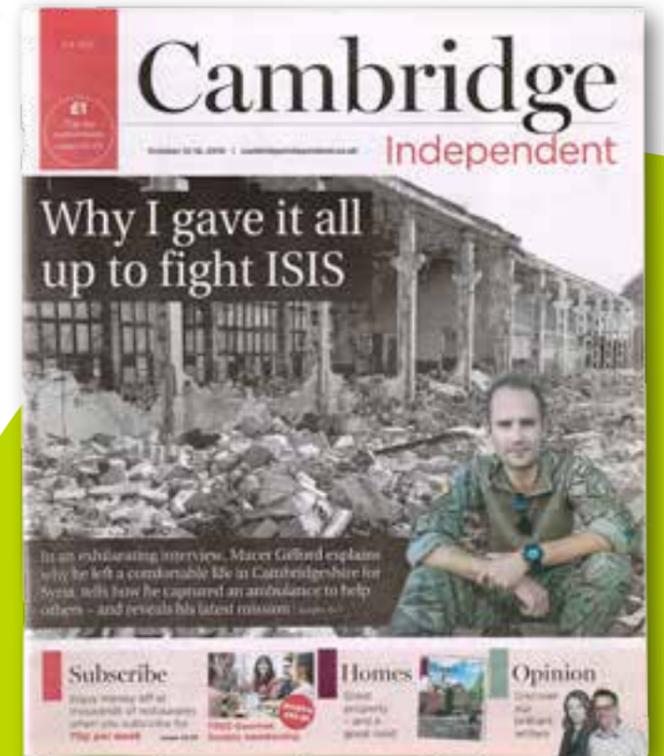
The Brecon & Radnor Express Well put together by a small team, this title does a fine job of covering a tricky rural patch.

Hackney Gazette A great paper with good story count that serves its market well.

Newbury Weekly News With a high story count and strong local voice, this 150-year old title was described as a ‘very good weekly, well produced’.

Newquay Voice This paper impressed the judges with its sparkling reproduction on such a small run.

The Times of Tunbridge Wells A free title with the production values of a paid-for.





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NATIONAL SUPPLEMENT/MAGAZINE OF THE YEAR

The Sun Chemical Award

Luxury oozed off the judging table in this category where print production, design, content and commercial innovation were once again the key criteria. There was indulgence at every turn – from the choice of stock to the use of high-end images of diamonds and designer goods, with some judges commenting on the quality and pleasure of the ads alone.

The panel took note of gatefolds, barn doors, cut outs, trimmings, bindings and use of clean white space for additional design impact. Readership figures also gave cause for reflection as judges looked at which mix of design and editorial proved popular. Publications produced on tighter budgets were applauded for holding their own against glossy offerings with more expansive resources.

WINNER

How To Spend It (Financial Times)

'Excellent' was the word used repeatedly by judges who praised this eye-catching glossy for its print quality, choice of paper stock, reproduction and design. How To Spend It impressed again, with judges saying that it maximised the established brand with confidence and that it was a fantastic high-end product.

HIGHLY COMMENDED

The Times Magazine

Terrific stories and brilliant pictures put this entry close to top spot, with particular note made of the innovative translucent pre-printed polybagging, which one judge described as 'wonderful'. Colour reproduction was vibrant, they said, while there was praise too for 'great columnists and powerful stories'.

COMMENDED

Luxury (The Daily Telegraph) Dedicated to opulence with a stunning large format, superb image selection. The printing and content sparkles.

Saturday Magazine (The Daily Telegraph) Well laid out and intelligent use of pictures. The fold-out front cover was a smart innovation.

Ultratravel (The Daily Telegraph) Clean, bright design, wonderful pics and with content that captures the glory of travel and adventure. Simply stunning.

You Magazine (The Mail on Sunday) Fantastic commercialisation with innovative wraps using cut-out covers.



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The
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REGIONAL SUPPLEMENT/MAGAZINE OF THE YEAR

The Precision Colour Printing Award

These were the coffee table publications where high-end print production was as much on display as sumptuous ads and design, glorious front pages and bespoke editorial content. Always a popular category, judges had much to mull over in this showcase of supplements and standalones, each with a unique combination of stock, formats, bindings and production techniques.

The winners in this category didn't just have to look exceptional; commercial innovation was also up there, with judges seeking evidence of what each contributed to their brand – both as feeder publications and as welcome generators of additional revenue.

WINNER

Swansea Life (South West Wales Media)

The winner by some considerable margin, judges praised this 'premium regional product' for its clear, pleasing design and an inspiring mix of national and locally focused commercial credentials. They noted the choice of stock for this heavyweight glossy, saying it was perfectly bound and well printed on good quality paper. The magazine was 'put together with panache'.

HIGHLY COMMENDED

Cornwall Today (Devon and Cornwall Media) Highly commended for the second year, this enticing package once again wowed with its excellent photography and superb printing. Its gatefold was well executed in every issue, judges noted, describing Cornwall Today as a delight.

COMMENDED

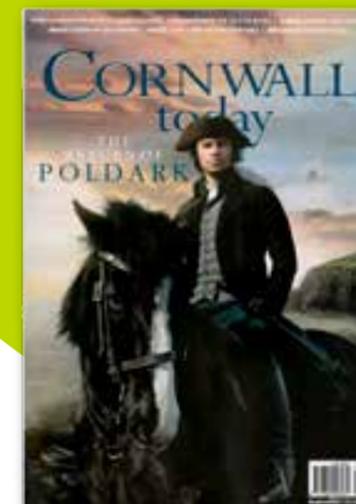
Bury and West Suffolk Magazine (BBP Magazines) Exciting front covers and really well produced. A start-up magazine that is one for the future.

ES (London Evening Standard) Excellent magazine, engagingly laid out with great photography and well paced with high quality print and editorial content.

Oxfordshire Limited Edition (Newsquest) Good looking publication with a quality feel that is just right for its audience.

Haverling Resident (Archant) Hats off to the team for creating a quality magazine for a tightly-defined geographical area. Brave and bold.

Weekend (Belfast Telegraph) Wonderful coldset quality, well printed and with great varied content.





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NICHE MARKET NEWSPAPER OF THE YEAR The PJ Award

The judging panel looked for evidence that editorial content was niche enough to satisfy its exacting audience but that the title had a broad enough appeal to be commercially sustainable.

While some titles dated back more than a century and remained loyal to formats that proved popular over time, others displayed contemporary concepts with judges noting use of templates or where each page was drawn up afresh. All contenders crammed column inches with news, features, offers, ads, insight, agenda-setting political debate and lively mailbags. The winner clinched the category by just two points.

WINNER

First News

'A unique title that presents the big stories in a digestible way that's perfect for its audience' summed up the reasons why judges picked this UK national newspaper for young people. A bright, colourful, first-class product that was perfect for young people to understand and navigate but that didn't talk down to them. Credit was also given to its rising readership figures.

HIGHLY COMMENDED

Photography News

This cracking product was praised for its 'beautiful printing, distinctive modern design and superlative content'. Judges said that its super print quality was essential given its subject matter and it served its target market perfectly.

COMMENDED

Cage & Aviary Birds A splendid niche publication that was really well put together. It hit the spot with its target market and is packed full of stories and engaging content.

Fishing News A true niche product with excellent design, great use of colours, well printed and fantastic imagery. Incredibly easy to navigate but with surprises on the way.

Hackney Citizen Excellent design with quality content and first-class printing.

Kensington, Chelsea & Westminster Today With excellent content and solid design, this publication uses great images giving it real distinctiveness and visual appeal.

TLS Commended for the second year running, this is an utterly niche product that is informative, well printed and beautifully produced. 'It makes you feel intelligent just by holding it'.





Congratulations to all of tonight's winners!

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NEWS APP OF THE YEAR

The PCS Award

This category saw the more traditional newspaper brands fighting it out, although the nominations also included some less well-known titles that really impressed the panel.

Judges did not want to see a newspaper simply being reproduced digitally. The key metrics they looked for included: ease-of-use, display, layout and access to content, navigation, depth and breadth of stories and integration of commercial content.

From a first-class list of entries, the winner continues to set the benchmark in digital news products.

WINNER

The Guardian

2015/2016/2017 – A hat trick of wins for the Guardian! It's simply a terrific user experience all-round. It feels jam-packed with content but not cluttered and it has great personalisation options, effectively allowing readers to build their own version of the app. Simply, the best mobile news app on the market. 'Scores the highest on every metric', according to one judge.

HIGHLY COMMENDED

The Telegraph

The Telegraph's modern, fresh design gives the easiest possible access to great content. The whole eco-system is a pleasure to be in and explore, with editorial and commercial content rendered smoothly, giving a thoroughly enjoyable experience. The redesign is bold and overall the app feels like a curated editorial experience akin to reading a newspaper.

COMMENDED

Berlinske Business Clear and efficient, a site that gets content to the fore. It does an excellent job of balancing images and news and the overall feel is very premium.

Metro – 11versus11 This fun app for football fans is an interesting idea and a great way of pulling stories together from different news sources.

The Times The Times app has impressive overall paid subscription numbers and judges liked the three versions per day approach. A high-quality app from a high-quality news brand.

Upday This app for Samsung users stood out with its design, commercial implementation and incredibly impressive user volume across multiple markets. One to watch.



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INTERNATIONAL DIGITAL INNOVATION OF THE YEAR

The Drag+drop Award

The sheer diversity of entries in this category made this particularly interesting and difficult to judge. This year was even more challenging as the category was opened up internationally, encouraging some fascinating entries from as far afield as China and Pakistan.

It is evident that news media publishers have recognised that innovation, both in print and digital, is key to the future success of their products. There was a clear winner in 2017 from a news brand that has fully embraced the power and impact of Virtual Reality technologies.

WINNER

The Guardian – 6x9 Virtual Reality journalism

VR is one of today's most significant technology innovations in media. The Guardian demonstrated great use of technology to tell an immersive story, it impressively merged VR technology to powerfully present the experience of incarceration.

HIGHLY COMMENDED

China Daily – Bhumika can speak for herself

China Daily employed impressive use of AI and voice recognition to present a compelling and important subject. The technology is itself fundamental to the campaign, meaning the content is directly related to the technology and not merely amplified by it. An innovative way to communicate an important issue such as transgenderism.

COMMENDED

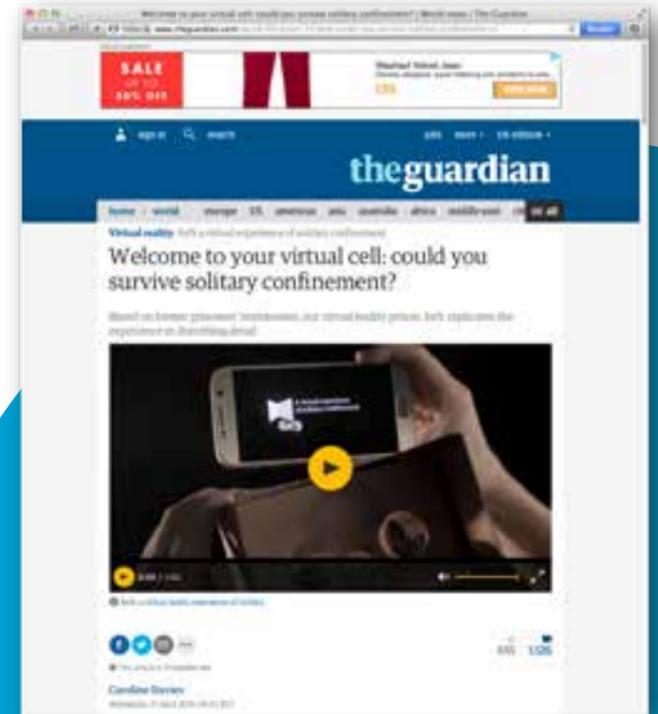
Daily Jang – Reinventing classifieds

Pakistan's oldest newspaper has used new technology to revitalise classifieds, one of the oldest sections of the newspaper.
FT – Fastest publisher site worldwide The ROI of increased engagement and ad inventory shows the FT's investment in creating the world's fastest publisher site is a smart move.

Google – The AMP project In just 18 months, Google has created a completely new platform for publishing to the mobile web and it is now becoming a standard.

Reuters/ONEm – Bringing Reuters News to millions with mobile internet This is a genuinely valuable project, applying a practical use of technology to the spread of news in the developing world.

Telegraph Premium – Specially curated, subscriber-only content and exclusive experiences Premium shows how you can deliver real content at scale and for free – no mean feat.



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NEWS WEBSITE OF THE YEAR

The Adyoulike Award

Another strong year for this category, with quality shining through and the top two split by the narrowest of margins.

It is clear that the sites that offer something extra to their target audience are those that succeed. It's the potent mix of excellent and relevant news content, ground-breaking innovations and a robust commercial strategy that prosper in this highly competitive market.

And, this year, although many news sites have steered away from paywalls, the winner demonstrates that paid-for content can work if you really understand your target market.

WINNER

FT

The standard of journalism across the FT's editorial spectrum was of the highest standard. This, coupled with its improved, speedier site makes this a 'gold' standard website. A superb example of monetising great content.

HIGHLY COMMENDED

The Guardian

The Guardian's website remains the home to some of the best investigative and innovative online journalism. But perhaps where the The Guardian shines the most is with its innovations such as its recent VR projects.

COMMENDED

Belfast Telegraph An absorbing and engaging read with some great metrics in terms of site users, social media and commercials.

inews Delivered in a modern grid style system, this site is modern and easy to use. Bearing in mind it's less than a year-old, this is a real triumph.

The Independent What a bold move to change to digital only. But it has paid off both in terms of audience numbers and business performance.

The Memo A relatively new kid on the block, The Memo impressed with its strong delivery of audience and revenue. An impressive start to a site that suggests a longer-term future.

The Telegraph A fast, clean and comprehensive site with good use of video and other visuals to illustrate content.





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Press Register



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COMMERCIAL ADVERTISING INITIATIVE OF THE YEAR

The ProImage Award

With advertising being the lifeblood of the news media industry, judges were looking for initiatives that showed news media businesses working with clients to create exciting, new, cross-platform commercial advertising opportunities. And it wasn't just about looking pretty, judges wanted to see evidence of commercial success.

It's a shame that the number of entries in this category was down on last year. However, the standard of contenders made up for it. The judges saw great collaborative projects that had real value for the target audience, the advertiser and the media brand.

WINNER

The Sun – Popcorn and Sky Cinema

This entry created branding success as well as performance – a huge win that ticked all the right boxes. Judges loved the cross-media content asset usage and recognised Popcorn as a stand-out example of content marketing.

HIGHLY COMMENDED

The Telegraph – 100% viewable ad

An innovation that offered clear response to clients wanting higher quality experiences in digital. It's an effective solution to a specific problem that has long-term potential to generate revenue and offers advertisers truly effective digital ads.

COMMENDED

The Telegraph – Sainsbury's concertina ad A tactile and 'premium' approach to creating a disruptive print execution in a cluttered market. This was a beautiful print ad.





BRAND PARTNERSHIP OF THE YEAR

The Newsprinters Award

This category was first introduced three years ago, and the quality and quantity of entry has steadily grown. In 2017, the panel of judges was presented with a stunning array of projects from some of the UK's leading consumer brands.

What the judges wanted to see were great examples of news media publishers working creatively and strategically with brands to communicate their message, and to engage with the newspaper's digital and print audience.

Special mention should go to the content and connections agency, MediaCom, whose superb work was stamped across many of the entries.

WINNER

The Telegraph and Kia – UEFA Euro 2016

This was a stunning multi-faceted approach that engaged across different media platforms. The campaign stood out for being well integrated, giving great branding in an incredibly busy sector. And, above all, the revenue generated from the campaign was outstanding.

HIGHLY COMMENDED

Metro and Sky Atlantic – Game of Thrones

A campaign that created a national buzz and demonstrated incredible creative flare by using a huge array of ideas that were executed brilliantly. The use of a string quartet at major train stations was truly inspired. Fun and disruptive!

COMMENDED

The Sun and Morrisons – The Surprise Party Subtle use of brand that placed Morrisons at the centre of heart-warming community stories.

The Telegraph and Corsodyl – Good Morning This exceptional partnership had user-focused content that brought to life a difficult subject in a highly creative way.

The Telegraph and Skoda – Life on two wheels Who knew that Skoda's roots lie in cycling? We do now, through this highly successful campaign. Smart, innovative and inspirational.

The Times and James Wellbeloved – Reconnect with nature This campaign used high-quality editorial that was brilliantly aimed at its target audience.

Trinity Mirror and Aldi – Team GB Great use of regional assets to personalise stories, the combination of food and physical activity was well integrated.



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BEST USE OF ADVERTISING TECHNOLOGY

The Spele Award

Year-on-year the importance of Ad Tech to the news media industry escalates. Whereas in 2016 judges were a little disappointed with too many entries relying on marketing and sales jargon, this year the entries impressed with the sheer quality of practical and commercially focused solutions.

Judges wanted to see examples that demonstrated how Ad Tech can help the media industry automate and improve the efficiency of the advertising process. In the end, in this keenly fought category, only two points separated the top two entries.

WINNER

MNA Digital – Insight & Enquire proprietary advertising platform

This is an impressive suite of products clearly delivering value to Midland News Association's (MNA) business and to their clients. The solution is well executed and delivers strong results. An excellent use of resource to create a greater value offering to SMEs. Really smart.

HIGHLY COMMENDED

The Telegraph – Sticky ad

Coming a close second, The Telegraph has developed an innovative solution to the problems associated with viewability. Good use of data, research, technology and commercials making a complex solution look easy. Simple, easy to understand, clever.

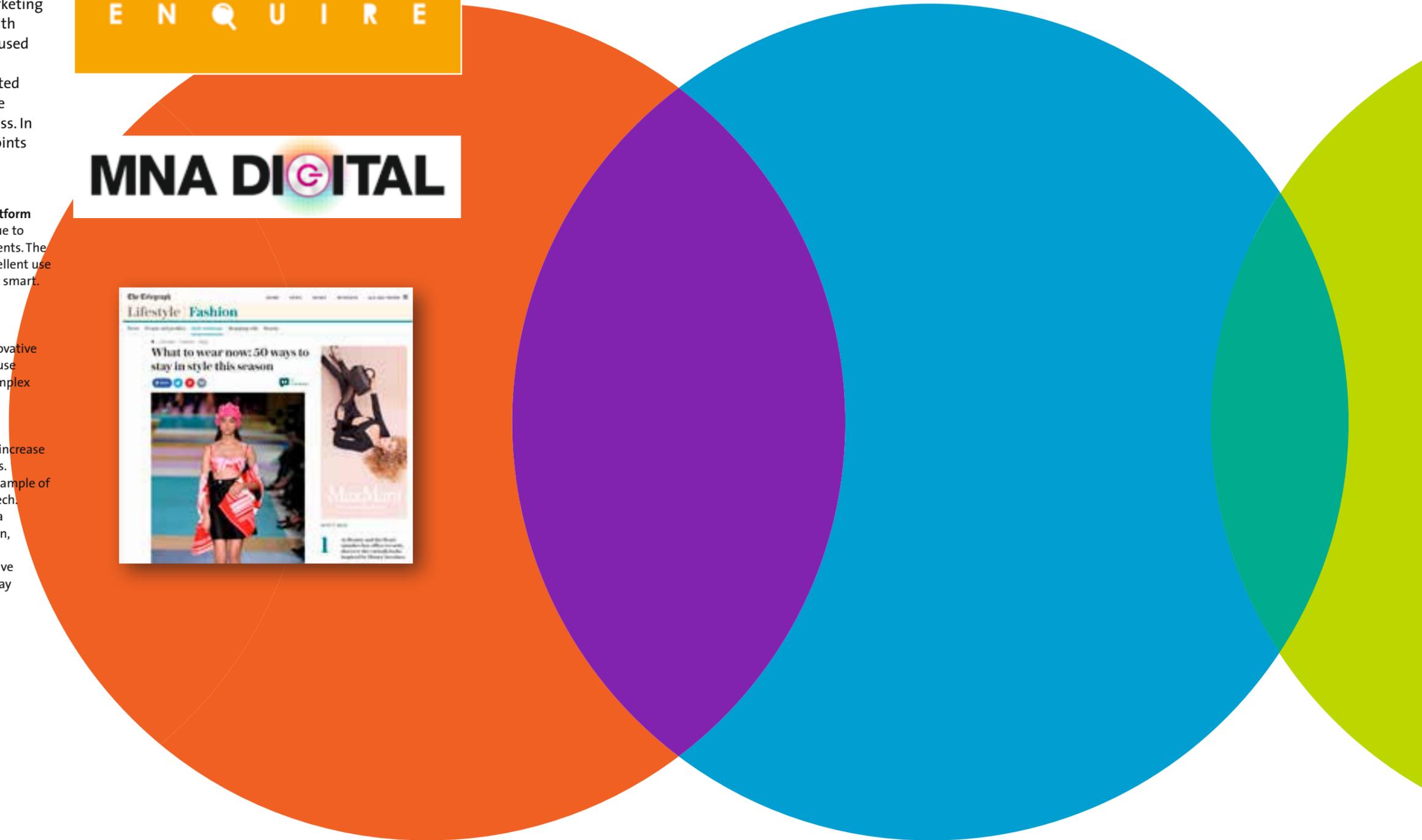
COMMENDED

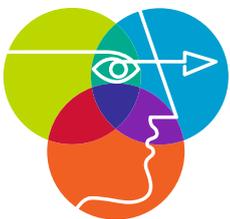
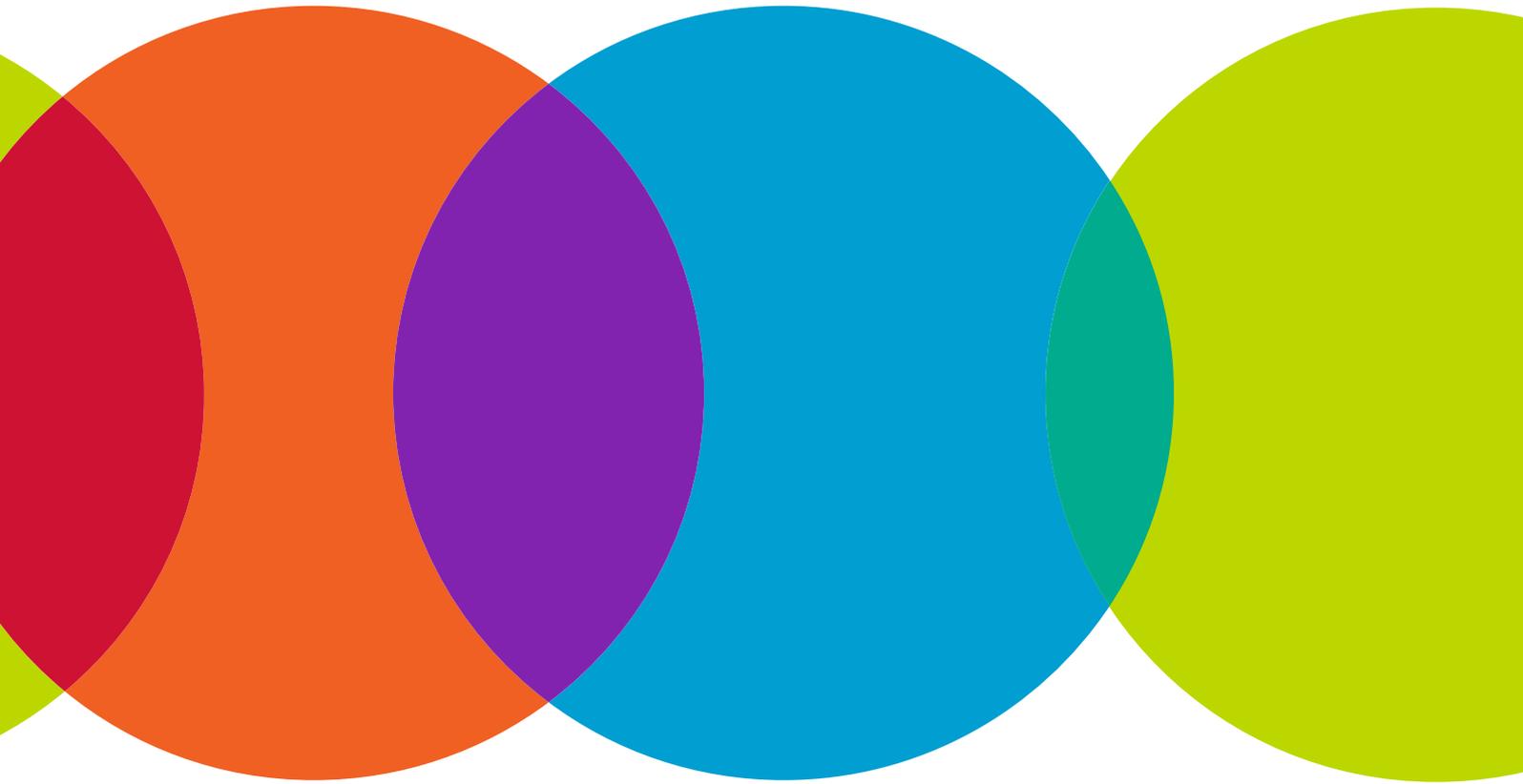
AppNexus – PreBid Mobile A good application of ad tech to increase in-app revenues. It gives benefits to partners and advertisers.

Initiative and Cadreon – Geo-targeting technology A fine example of using geo-data to target a specific audience. Clever use of tech.

Rubicon Project - Changing advertising for good Rubicon is a consistent performer in a busy market. This is a solid solution, marrying audiences to regional publishers.

Teads – InRead native video advertising A simple and effective way of delivering inread video. It offers publishers a great way to monetise video across various platforms.





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