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Three years ago, in my introduction to the Winners Book for The 2009 Newspaper Awards, I said that newspapers were facing exceedingly tough and challenging times never seen or witnessed by anyone then working in the industry.

The digital revolution, the effects of which were exacerbated daily by prevailing economic conditions, was forcing rapid change to traditional newspapering and traditional business models. And newspaper publishers were coming to terms with the loss of revenue and circulation sales and the need for major change.

Today, as evidenced by this year's Awards, the industry may not have returned to former levels of profitability, but it is more stable, it is bursting with technical and publishing innovation, and it is investing in new wave technologies, systems and software.

Our industry is publishing to its target audiences in more ways than we could ever have imagined just ten years ago. In addition to print, that includes a hugely proliferating business-to-business and consumer lifestyle magazine sector.

It includes online, using smartphone and other mobile devices, and encompasses apps, podcasting, audio and video-streaming, blogs, virtual reality, Twitter and Facebook with burgeoning social networking and citizen journalism communities.

A major trend observed this year – and not seen at such levels before which bodes well for the industry – is the increasing sophistication and revenue-generating ability of on-line offerings from newspaper publishers. All highlighting of course, and decrying, some of the nonsense that has been talked about newspapers as brands being a dying industry.

All this made the judging of The 2012 Newspaper Awards particularly challenging though the 14-strong judging panel of industry professionals was remarkably consistent with its decisions and no category required a chairman's casting vote.

Of course without the judges, all eminent people in our industry with hectic daily schedules, there would be no Awards. So on behalf of the Awards team, our thanks. Thanks are also due to all the publishers and printers that entered the 16th annual Awards – with over 1,000 newspaper copies and digital entries on the table to scrutinise.

And thanks are also due to all our sponsors, and in particular Fujifilm, the Awards' headline sponsor since day one and which again provided excellent facilities at its Bedford headquarters for the two-day judging process. As I have said on 15 previous occasions, an event like this could not happen without all of our sponsors' support.

This Winners Book is a tribute to the industry's tremendous newspapering skills, to the quality of the people, systems and technology that are employed, and to the all round technical excellence of the winning newspapers and entries.

All judges agreed that despite the challenges and changes, the 200-year-old newspaper industry has re-engineered itself in a media-rich world and is poised to take profitable advantage of the huge investments it has made.

*Gary Cullum
Editor and publisher, PJ*



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FUJIFILM GRAND PRIX

“The Best of the Best”

Quite simply judges were looking for the best in show. The Grand Prix is awarded to the newspaper, publisher or printer whose entry has gained the most judging points in any single category – the very best of the best of The 2012 Newspaper Awards entries.

As in the inaugural year of the Award in 2011, the trophy goes across the water to Ireland, this time to the north. The winner, the Irish News, was a runaway winner in the Regional Newspaper of the Year category.

It gained a really impressive points tally in the over 25,000 circulation category with 11 judges according it big marks – it stormed the category with 13 points to spare over its closest rival.

The Irish News, superbly printed by Interpress, caught the judges’ attention with its recent vibrant redesign, clean and bright copy, good use of colour, and good story count with strong regional news and sport coverage. They said it was incredibly well printed, “clean, clear and concise” and that “it feels like a good read and a great buy”.

Judges noted that its ABC figure compared favourably with UK trends and commended it for “making great strides to try to stop sales slipping”. They said it had real authority and was a clear winner of its Regional Newspaper category.

Gary Cullum, chairman of the judging panel said: “The Irish News is a stunningly well produced newspaper, with real emphasis on its news content and campaigning spirit.”

WHAT THE JUDGES SAID

- “Clean bright copy, excellent use of colour.”
- “Fabulously produced - superb layout and sales on the up.”
- “Increased sale, well designed and vibrant.”
- “Looks and feels like a great read and a great buy.”
- “Consistent quality and a national newspaper feel to it.”
- “Clean , clear and concise – fab repro and printing.”
- “Confident and benefiting from a bold new design.”
- “This is a paper that screams quality.”
- “Fantastic package and value for money.”
- “A clear winner – real authority.”



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You choose Agfa to improve the quality of your print and the performance of your business, not necessarily to win awards. But good luck to all our customers tonight, and heartiest congratulations to all who are successful at these Newspaper Awards.

NEWSPAPER PRINTER OF THE YEAR

The Agfa Premier Award

Pure production quality was under the microscope in this highly competitive category, which was open to all newspaper publishers and printers and attracted an incredibly strong field. Not surprisingly for such a prestigious award, judges were meticulous in their search for consistency in print quality but found it hard to detect even the smallest of errors or presentation. "They are all strong contenders. It's tough to choose," said one judge. "What fantastic quality now exists throughout the UK and Ireland. Congratulations to all concerned."

Ultimately, it was just the merest of factors detected after intense critical scrutiny that separated the winner of the title that every printer wants to call their own.

WINNER

Guardian Print Centre (The Guardian, The Observer)

Guardian Print Centre clearly impressed judges with its "excellent consistency across all publications". The centre was praised for its colour which judges said was "world class". They noted that its products were clean and sharp showing good colour balance.

COMMENDED

Interpress – NI (The Irish News, i, Impartial Reporter) "Fresh, clean, colourful with great impressions."

Newsprinters, Broxbourne (London Evening Standard, The Daily Telegraph, The Sunday Times) "Fabulous printing with crisp clean pages."

Newsprinters, Eurocentral (The Scottish Sun, Edinburgh Evening News, The Falkirk Herald) "Excellent consistency across all titles."

Newsprinters, Knowsley (The Times, Financial Times, The Sunday Telegraph) "A high standard with vibrant repro."

Peterboro' Web (Classic Car, Angling Times, Garden News) "Great colour quality and the highest production values."



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THE ENVIRONMENT AWARD

The UPM Premier Award

Now in its ninth year, the 2012 prize for printing and publishing centres that have delivered an impressive environmental message has evolved into two categories; a corporate award and a community award. This change of direction acknowledges the dual impact that the newspaper industry can have in both redefining its own environmental profile and also in publicising community campaigns and encouraging newspaper readers to engage with environmental issues.

Judges had particular praise for entrants that demonstrated a proactive approach to environmental awareness by installing new equipment aimed at reaping long-term environmental rewards, in addition to switching off lights and computers and cutting down office waste, which was "something we should all be doing" they said.

WINNER CORPORATE

Archant – Sustainability strategy

This was an "all round excellent entry", said judges. "The breadth of detail in the project set it apart from the others, from switching off PCs to wind powered air conditioning." The ongoing strategy this year features a campaign called Archant 20 4 12 which calls for 20 actions for each business unit in four key areas (energy, office paper, water and transport) to be completed by the end of 2012.

COMMENDED CORPORATE

Manchester Evening News – Recycling project "A good community focus. Informative."

Webprint (Ireland) – Green business "A good review of business with very inventive aspects."

The Guardian/The Observer – Paper Round project "Dynamic, compelling with a clear strategy."

Westferry Printers – New Luton print facility "Well thought-out and clear in its execution."

WINNER COMMUNITY

Sheffield Telegraph – Environment awards

Judges praised the Sheffield Telegraph's Environmental Awards, saying it was a "proper community-based campaign". The awards showed "a lot of print-based community effort".

COMMENDED CORPORATE

Yorkshire Post – Environment awards "The Awards driving change were very well promoted and drove home the environmental awareness message."



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NATIONAL NEWSPAPER OF THE YEAR

The manroland web systems Premier Award

The criteria for this category covered presentation, quality and customer appeal, together with sales and distribution figures and marketing initiatives to contend with these challenging times. A delighted panel of judges expressed pleasure in being presented with submissions that ticked every box.

The national newspapers vying for the title were a showcase of editorial confidence with hard-hitting headlines, great layouts, high production values and the very highest quality printing. "We're so lucky to have such a superb choice at our newsstands every day."

WINNER

i
A popular choice among the judging panel, they praised i for being "a great package for 20p". They described it as a "very punchy newspaper" with its appeal to young readers possibly a reflection of its rising circulation. A great sales story for the industry with i on track to secure its long-term place in the quality newspaper market.

COMMENDED

- Financial Times** "Authoritative and classy."
- The Daily Telegraph** "Remains an excellent product. A great example of a broadsheet."
- The Guardian** "Compact and an easy read with balanced reporting. Superbly printed."
- The Times** "Quality on every page and a first class read. Design is consistent and appealing."
- Irish Examiner** "Bold editorial and quality print."
- The Sun** "An excellent product which meets all production values."



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REGIONAL NEWSPAPER OF THE YEAR

The Goss International Premier Award

In a break with tradition, this category was split into two: those with a circulation of more than 25,000 and those under 25,000. Circulation was a key criterion for the judging panel which was not only assessing print quality throughout consecutive issues, but was also looking at sales and distribution figures.

Judges were looking for newspapers which offered value for money and which could demonstrate how they held a strong role in the heart of their community, both editorially and commercially.

WINNER OVER 25,000

The Irish News

The Irish News caught the judges' attention with its recent vibrant redesign, clean and bright copy, good use of colour, and good story count with strong regional news and sport coverage.

COMMENDED OVER 25,000

Eastern Daily Press "Has the feel of a national newspaper. Well printed and excellent content."

The News, Portsmouth "Superb quality and excellent layout. Newsy."

Bristol Evening Post "Confident and benefiting from a bold new design, this is a paper which screams quality."

Liverpool Echo "Good clean lines, well designed and easy to navigate."

Evening Times, Glasgow "Well printed with good colour and pic repro."

WINNER UNDER 25,000

Ipswich Evening Star

The Evening Star was described as "bright, breezy, passionate and a joy to read". Judges said "its commitment to its community shines through" and praised its fresh and readable page layout and its strong local content.

COMMENDED UNDER 25,000

Cambridge News "Clear emphasis on news. Well laid-out and great value at 50p."

Evening Echo (Cork) "Good local news coverage. Excellent use of photos and easy on the eye layout."

Dorset Echo "Excellent story count. Very good local daily."

North West Evening Mail "Great value at 47p. Plenty of news and ads."

Lancashire Evening Post "Excellent production values, design and content."



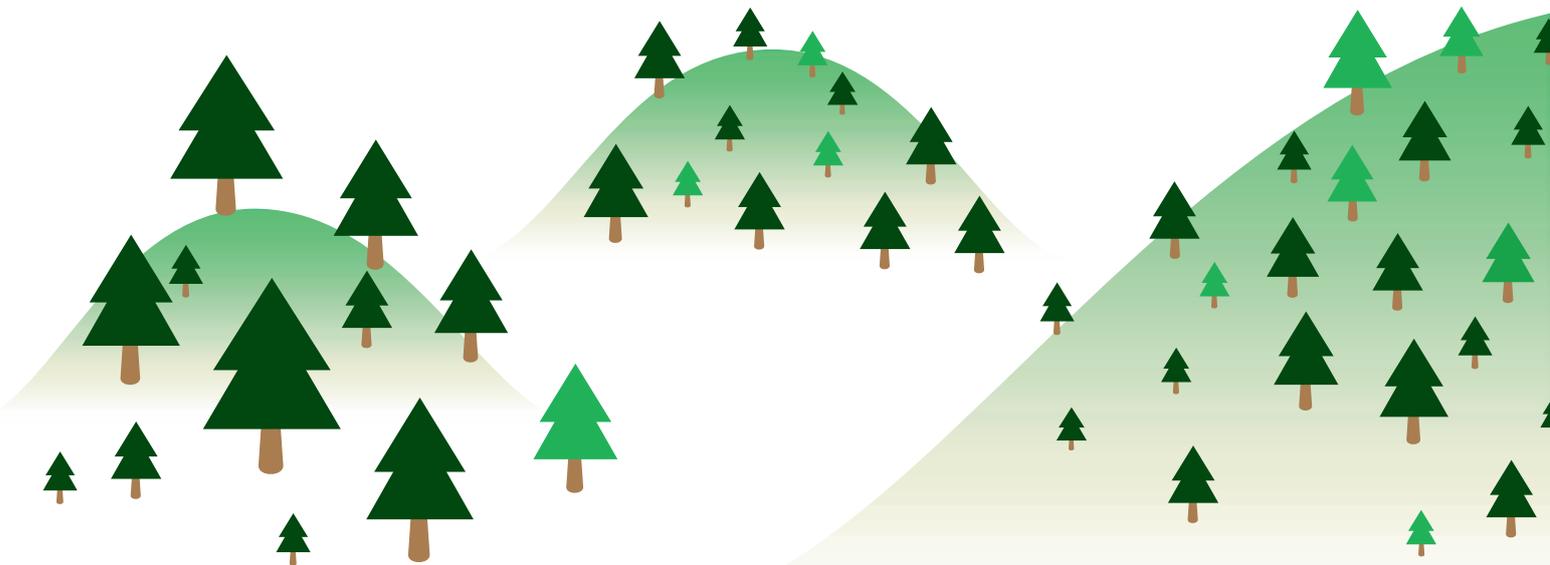
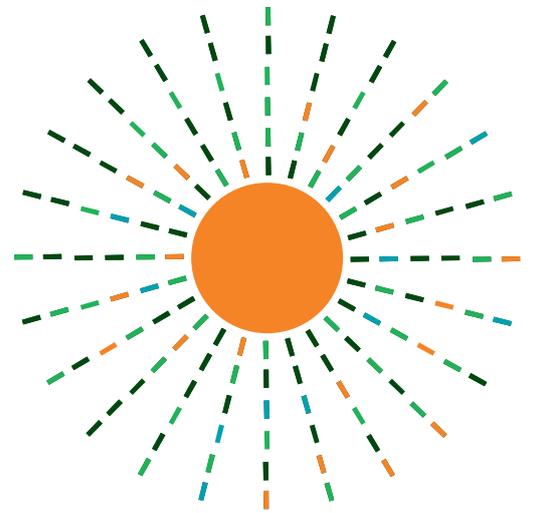


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2012 International Newspaper of the Year Award



INTERNATIONAL NEWSPAPER OF THE YEAR

The Resolute Forest Products Premier Award

Titles from as far afield as Bali, Vietnam and Japan submitted entries that vied for the International crown alongside titles from Europe and the US – giving judges a challenging and fascinating task which highlighted the differences between UK and overseas publishing.

As in previous years, the submissions were strong and competitive. They all scored well on production values and page design, but with the judging brief calling for consistent production quality, the final marking rested on finer details such as choice of paper, registration, heavy colour, ink densities, cluttered layouts or a dated appeal. In a category that has been dominated by northern European titles in recent years, judges commented: “The Latin countries are now coming into their own and giving the mighty Germans a run for their money.”

WINNER

Frankfurter Allgemeine Sonntagszeitung (Germany)

A winner last year and in 2009, ‘FAS’ was once again a clear favourite, “It stood head and shoulders above the very best”. The newspaper displayed fantastic quality, use of colour, images and paper in a layout that made it stand out from an impressive international crowd. A classy-looking newspaper and a powerhouse of a product.

COMMENDED

La Stampa (Italy) “Perfect printing with pictures and editorial used well together.”

Berliner Morgenpost (Germany) “Very well laid out. Strong use of photos and colour. Exceptional quality.”

Hamburger Abendblatt (Germany) “A brilliant modern take on a tried and tested format. Colour and tints excellent.”

Jornal de Negócios (Portugal) “Very modern look and feel. Appealing on every level.”

Blick (Switzerland) “Great design – crisp, clean, vibrant and looks really fresh.”





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WEEKEND NEWSPAPER OF THE YEAR

The OneVision Award

“Pity the poor paperboy!” exclaimed judges when they saw the sheer bulk of some of the weekend editions. In studying the submissions for the Weekend newspaper award, judges noted that many of the traditional Sunday heavyweight reads were now being overshadowed by the Saturday offerings – both of which were tremendous value for money, they said.

The magazine alone in several multi-section submissions was worth £1, they commented, adding that they were impressed by the scope of the content and the presentation which, in some cases, was “simply glorious”.

WINNER REGIONAL

Yorkshire Post

A clear winner in this category, the Yorkshire Post’s weekend edition was applauded as being “a packed and compelling weekend read with an excellent magazine and much to admire in design”. Judges agreed that it represented great value for money and said that it was “just what a weekend newspaper should be”.

COMMENDED REGIONAL

- Eastern Daily Press** “Great value and a bright, attractive design.”
- East Anglian Daily Times** “A hugely strong offering.”
- Liverpool Echo** “Excellent product. Good use of colour.”
- Bedfordshire on Sunday** “An excellent modern-day media package.”
- Luton on Sunday** “Hard hitting with a good community feel.”

WINNER NATIONAL

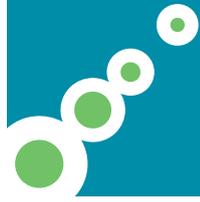
The Daily Telegraph (Saturday)

All the entrants in the national category produced “fantastic” packages, said judges. The Daily Telegraph was highly commended in this category last year, and this year’s offering was once again “very strong and brilliantly printed with content appeal across many readership categories”.

COMMENDED NATIONAL

- The Sunday Times** “Great value. A fabulous product with quality content and clearly marked sections for ease of readability.”
- Sunday Herald (Glasgow)** “Clean, crisp, contemporary.”
- FT Weekend** “Bold and packed with quality journalism and tremendous value for money.”
- The Guardian** “Quality sports section.”
- The Independent on Sunday** “Small, concise, excellent pictures and brilliant production values.”





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- The Newspaper Society | Times Educational Supplement | Trinity Mirror Regionals



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NEWSPAPER DESIGN OF THE YEAR

The Press Ahead Award

An overall high standard across all entries gave the judging panel plenty to deliberate and digest. In this category, in addition to production values, judges were assessing high impact design principles incorporating easy readability, confident and consistent signposting, the use of good, intense blacks and clean colour, placement of images, use of graphics and clear front pages to see which passed the ultimate test of being both easy on the eye and impossible to ignore at newsstands.

Judges scrutinised the submissions cover to cover, commenting on the compelling use of pictures and colour, and noting that, in many cases, supplements were “simply stunning”.

WINNER

Commended last year, judges were impressed by i’s punchy individuality, saying it was a production for the 21st century, being both contemporary and feisty, offering obvious appeal to younger readers. They praised its consistently high-impact front pages, choice of fonts and use of space, saying it was vibrant, exciting and modern. “It has a clean, engaging design,” said one. “This is a genuine page-turner. They break the rules enough to be different but not flamboyant.”

COMMENDED

- The Daily Telegraph** “Excellent broadsheet with fantastic colour.”
- Financial Times** “Good layout. Easy on the eye. Great use of colour.”
- The Observer** “Superb layout in the Review section.”
- Sunday Herald (Glasgow)** “It has confidence and consistency which screams of high production values.”
- The Sunday Times** “Good readability with clear layout and strong colours.”
- The Sunday Telegraph** “Super images. Well printed.”





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NEWSPAPER APP OF THE YEAR

The PCS Award

In a category that was seeking evidence of technological innovation and accomplishment plus commercial viability, it was clear that many entries achieved above and beyond the brief. "Warm and friendly, it left me with a soft, fuzzy feeling," was the reaction provoked by one, while others were praised for their ease of use, navigability and presentation of content.

Judges looked for apps that offered speed of use whatever the bandwidth, thus avoiding the risk of the newspaper becoming a snooze paper. "This was a fascinating category to judge."

WINNER

Metro Tablet

Dynamic, powerful and compelling, Metro's app was described as a wonderful extension of the print products. Judges said it was easy to use with superb navigation, great graphics and use of pictures and captions – all offered free of charge. "A great belt and braces app," they said. "A strong product."

COMMENDED

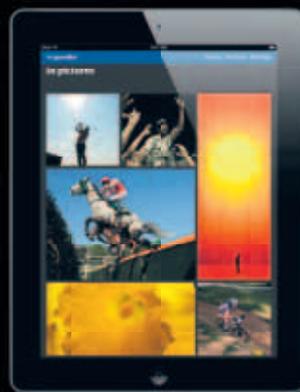
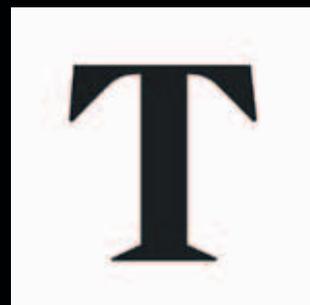
FT Web App "Innovative and easy to use, offering fast, multi-channel access to award-winning journalism."

The Guardian iPad edition "Just a great experience, a superb example of re-imagining a newspaper for the iPad."

The Sunday Times iPad app "Truly inspirational, a real benchmark in the world of apps."

The Times apps "Set a high standard for the brand and they consistently score."

The Scotsman iPad app "A smart use of "digital" and "paper" editions catering for all needs."



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WEEKLY NEWSPAPER OF THE YEAR

The Ferag, WRH Marketing Award

Open to all paid-for and free newspapers, this category underlined the key role weeklies play in the industry by attracting the largest number of all entries. The brief called for the newspapers to display high quality presentation and production skills and evidence of customer appeal – and many did so “brilliantly”, said judges, who were particularly impressed by hard-hitting front pages, strong feature material, supplements and pull-out sections.

However, as growing numbers of niche weekly publications hit newsstands, judges decided the time was right to differentiate between the traditional ‘local’ offerings and those targeting a specific national market or demographic. Therefore, they decided to single out one particular stand-out publication for the first ever Weekly Newspaper of the Year targeting a National audience.

WINNER (LOCAL)

The Cumberland News

This paper was described as a great weekly all-rounder. The main paper’s layout had the look and feel of a national title, they said, and praised both its news content and its supplements. “Everything a local paper should be and with exceptional production values.”

COMMENDED

The Oxford Times “Well designed bumper package and stunning value for money at 85p.”

Kent Messenger “Good ratio of ads to editorial. Good local and community news.”

Cornish Guardian “High level of good quality local news content. Great front page. Compelling.”

The Wokingham Times “A great weekly read with a quality feel.”

Wakefield Express “Good local coverage, a real campaigning newspaper.”

Essex Chronicle “Fantastic colour balance and repro – a great read.”

WINNER (NATIONAL)

First News

A consistent high-scorer with judges, they said First News related perfectly to its growing target audience of young people. They liked its “outstanding production values”, vibrant and colourful layout and said it offered undoubted value for money.





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Océ, a Canon Group company, pioneered the first big breakthrough in digital newspaper printing in 2001. Its system of printing on demand at local sites cut out the crippling distribution costs, while offering distant readers the tactile and visual pleasures of a physical newspaper. The newspaper content is sent over the web via super-fast internet connections so that the newspaper can be printing minutes later. An even greater breakthrough, one that is helping to change the face of newspaper publishing, came last year with new inkjet technology. This enables the printing of newspapers quickly and cost effectively, digitally, for the first time in colour.

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DIGITAL INNOVATION OF THE YEAR

The Océ Award

Previously known as Best Use of New Media, this category has been revamped and enhanced for the 2012 Awards in order to reflect all that is vibrant, new and exciting about the rapidly evolving industry. Judges were looking for developments that were truly innovative but that remained true to the brand's core values. The array of new publishing possibilities explored social networking, e-readers, apps, podcasts and automated advertising technology.

Judges were particularly impressed by the huge visitor numbers triggered by popular message boards, initiatives that enhanced their readership profile by enticing and engaging with younger readers, and those that exhibited commercial potential.

WINNER

The Daily Telegraph, Captivating Cantabria

This innovative use of print technology impressed judges with its ability to link "traditional print" with digital media by simply holding a smartphone a few inches away from a printed image where an embedded invisible watermark drove users to an appropriate web page for further information. They said it was genuinely enterprising and applauded it for both enhancing the appeal of print and for being interactive. This has significant commercial possibilities, they said. "It adds readers and makes ad revenue Shangri la!"



COMMENDED

Johnston Press/Localstars "EasyAds is showing the way forward on how to sell digital advertising."

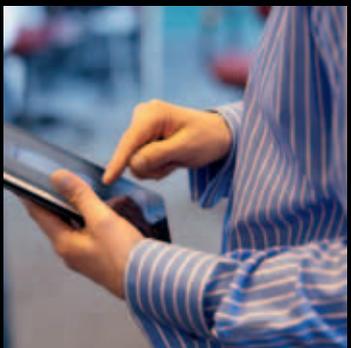
FT.com – Web app "Insightful approach to the emerging technology."

The Pink"Un – Interactive initiative "Good use of all channels, blogs and social media."

The Guardian – Digital strategy "Showing flair and imagination across all channels."

One & Other – re-imagining local news "Great ethos with high local news involvement."

The Drop Network/SMG – Student media initiative "A truly inspired approach to providing student media."



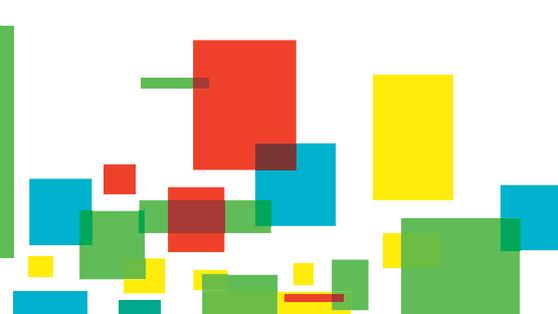


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COLDSET COLOUR SUPPLEMENT OF THE YEAR

The Sun Chemical Award

The winner in this category had to exhibit solid production values plus the ability to enhance its main newspaper and stand alone in its own right. Photographic reproduction, ink density, trimming and stock grammage all came under close scrutiny with judges acknowledging that many contenders ticked all the production, design and content boxes yet still maintained a unique identity.

Judges were delighted to see stunning front page pictures, strong and consistent use of colour, striking and eye-catching designs and good use of coldset production values.

WINNER

Best of Liverpool (Liverpool Echo)

This was a supplement that embraced good design and content, excellent use of photos and a strong layout. "This is bright, light and packed with the best." They applauded its ad ratio and said that it was a great addition to the Echo.

COMMENDED

The New Review (The Observer) "Fantastic design, content, use of colour and page layout."

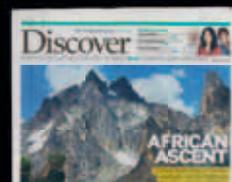
Discover (The Sunday Telegraph) "Great use of front page pictures exploits the coldset production technique."

The Herald Magazine (Herald and Times, Glasgow) "Photos stand out across all parts of the product."

Homes & Holidays (Sunday Mirror) "Bright and punchy with good colour balance."

Travel (The Daily Telegraph) "Beautifully designed package, maximising scope offered by the broadsheet format."

Travel (The Sunday Times) "Good product, a great companion to the main publication."





Mind blowing

When it comes to impressive statistics, our three new printing sites take some beating.

Across the three sites, there are 19 state-of-the-art MAN Roland triple width presses – each the height of four double decker buses – producing an impressive 86,000 full colour newspapers an hour.

Broxbourne, on a site that's equivalent in size to 23 football pitches, is the world's largest newspaper manufacturing plant. Eurocentral houses the largest printing press installed anywhere in the world, capable of running 288 tabloid pages in full colour straight. And Knowsley, strategically positioned in the North West, houses five brand new presses.

The Newsprinters mission is clear – to be the best newspaper manufacturer in the world. Why not contact us and let us prove it.

NICHE MARKET NEWSPAPER OF THE YEAR

The Newsprinters Award

As in previous years, this proved a tough category for judges who were presented with a strong field of diverse areas of interest, all of which were well-presented and which clearly knew their market. Production values and quality were key requirements in selecting a winner from contenders representing gardeners, the fishing fraternity, education specialists, classic car enthusiasts and religious groups, among many others. In drawing up a shortlist, judges commented that budgetary constraints would vary between publications and also debated the definition of niche.

The judges were impressed by some titles' use of high impact pictures, but they had praise for the depth of content offered by many of the entrants and said: "We didn't know you could write so much about carp."

WINNER

First News

This was a clear winner, with judges agreeing that it fitted the niche bill perfectly. They described it as an excellent newspaper for children and young people, and praised its design and production values. "A fantastic paper; bright, attractive that clearly knows its market."

COMMENDED

MCN "Quality printing, showcasing authoritative printing."

The Countryman's Weekly "Very well produced, both heatset and coldset."

All Together Now! "Highlighting news for the disabled. Very newsworthy. Nice product."

Angling Times "Great consistent production. Good page layout and design."

The Catholic Herald "All the qualities of a national. A thoroughly accomplished production."

NARC "Use of bright paper and inspired by a very young target audience which it serves so well."





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DIGITALLY PRINTED NEWSPAPER OF THE YEAR

The Kodak Award

Now in its second year, this category was open to all UK and international digitally printed newspapers. The brief covered design, quality, use of variable data and the rationale behind the publication. Judges were impressed by the commercial implications of same day printing/ printing-on-demand and praised the clean and – in many cases – faultless copies on the judging table. They commented that technology that was still in its infancy was bound to present production issues in terms of stock used, bleed through issues and slight variation in finished quality.

WINNER

The Sydney Morning Herald/ The New York Times (Stroma, London)

Clear winners in this category, these newspapers were applauded for being first class digital products that combined market-leading technology and quality paper stock. Their digital samples were “fantastic” and stood out from the rest. They had punch and a quality that almost matched the offset process. ”

COMMENDED

Daily Mail/Mail on Sunday (Miller Newsprint, Malta) “Excellent portfolio from a world class digital printer.”

The Sunday Times (Newsprint Impresion, Tenerife) – “quality products on newsprint stock.”

The Times (Milkro Digital, Cyprus) “Strong digital printing with improved solids.”

De Telegraaf/Moscow News/Pro Football Weekly/USA Today (Newfax) “Good, consistent copies across many publishing days.”





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2012

Newspaper Awards

Search, Find, Create, Fix, Deliver



DIGITAL NEWS SERVICE OF THE YEAR

The AdFast Award

This category once again demonstrated the huge diversity in the digital news sector. From national websites with substantial budgets to local news sites on a much tighter rein, judges were impressed with the overall quality and innovative approach of many of the entries. More than ever before they saw a real focus on local and hyperlocal websites concentrating on serving a very local community.

Perhaps the most influential trend for 2012 is the growing use of user-generated content (UGC) to cover events live and to create a strong and loyal community. However, judges warned against too much reliance on citizen journalism to the detriment of professional journalists and were also concerned that UGC sites must have very strict processes in place for verifying editorial content.

Judges were also encouraged that there was far less reliance on template sites with little character, with a greater emphasis on original design. Some judges applauded sites that had clear monetisation strategies, while challenging the unsustainable model of free digital news.

WINNER

thesundaytimes.co.uk

"An absolutely superb digital version offering website users many additional dimensions of high-quality content". "Subscribers are rewarded with a site that is as engaging as it is intelligent." A clear winner that is carrying the torch for paid online content.

COMMENDED

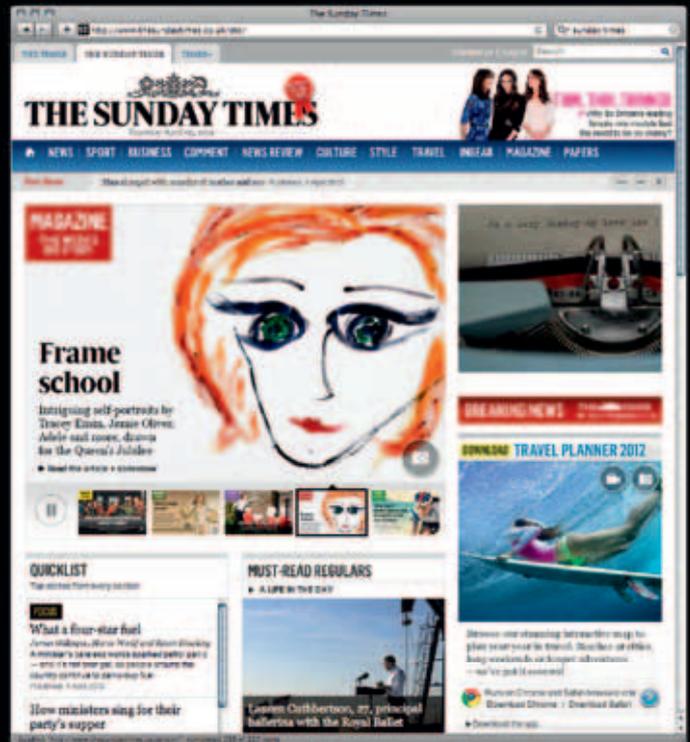
guardian.co.uk "Further proof that relentless innovation is the key to success."

huffingtonpost.co.uk "A powerhouse of a website with masses of high-quality content."

london24.com "A hugely impressive initiative, providing a relevant and engaging website for Londoners."

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NATIONAL COLOUR SUPPLEMENT OF THE YEAR

The Precision Colour Printing Award

If judges had to vote on which category gave them the greatest pleasure to deliberate, this would probably be it. The array of colourful and glossy contenders for the top prize was variously described as “beautiful, absolutely superb and stunning”. Production and printing qualities were the key criteria in judging the supplements which were each also called upon to enhance their flagship title.

The high-end, aspirational nature of the content was luscious and of coffee table quality, they said. “This is printing at its very best,” commented one judge, adding: “It is a wonderful experience for judges to see this category.”

WINNER

How to Spend It (Financial Times)

Taking top spot yet again this publication wowed judges with its superlative reproduction coupled with striking layout, colour and use of images. “This is outrageously attractive and aspirational,” they said. Every page could be described as a separate piece of artwork; “sheer production pleasure. All print should aspire to this.” “WOW!”

COMMENDED

Celebs on Sunday (The Sunday Mirror) “A really witty approach to gossip.”

Ultra Travel (The Daily Telegraph) “A close runner for the How to Spend It crown. Luscious.”

Guardian Weekend “Stunning, stylish, stimulating.”

The Sunday Times Magazine “Good use of photos.”

The New Review (The Independent on Sunday) “Could read it over and over again.”

ST (The Sunday Telegraph) “A well printed platform and what a great read.”



REGIONAL SUPPLEMENT/MAGAZINE OF THE YEAR

The Precision Colour Printing Award

The regional media market has been experiencing a recent explosion in the launch of supplements and magazines to complement their flagship title's portfolio. As a result, judges were treated to an array of free, paid-for, weekly, monthly, supplements and standalones focusing on everything from lifestyle or business activities to arts and leisure, many in fresh formats and of a high print quality.

In a closely-contested category, dominated by Cambridge Newspapers, judges commented that production costs played a part in the final offering but agreed that nearly all contenders were valued-packed.

WINNER

CB (Cambridge Newspapers)

A free, monthly entertainment guide for Cambridge was an eye-catcher with its landscape format and spot laquer cover. It was awarded points for content, design and print quality, and at 172 pages "It's as big as the county itself", said one judge. The panel praised its format as exciting and different. "It's so touchable - like an iPad."

COMMENDED

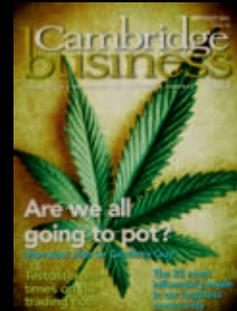
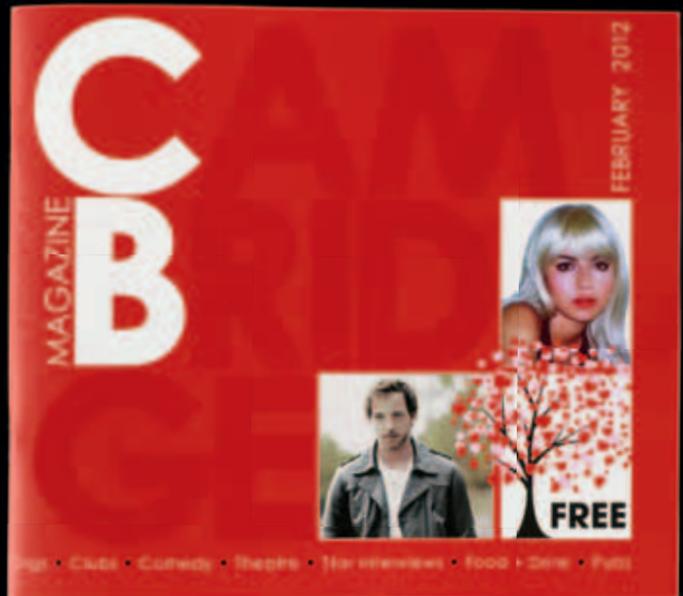
Cornwall Today (Cornwall & Devon Media) "Huge publication. Excellent quality regional magazine."

Style (Cambridge Newspapers) "Glossy and glitzy, a super supplement."

Cambridgeshire Journal (Cambridge Newspapers) "A quality product with great layouts."

Cambridge Business (Cambridge Newspapers) "Informative - a stylish and strong read."

Tynedale Life (Hexham Courant) "A lovely little lifestyle mag."



NEWS PHOTOGRAPH OF THE YEAR

The Newspaper Awards Trophy

This year saw the return of an award for photography, acknowledging the fact that a high impact image can help feed the public's gnawing hunger for both bite-sized news at a glance and quality journalism. The gallery comprised images from riots and war zones and sporting venues, plus human tragedies and contemplative feature pieces, and judges praised those photographers whose pictures had clearly been taken "in the heart of the action" despite huge risks to their personal safety.

It was difficult to make an objective judgement when faced with such wide-ranging subjective material, they said. First to be culled were those where the context was not clear, followed by those that were described as "art for art's sake" or felt a little contrived in composition.

WINNER

Warzone shot showing rebels carrying an injured fellow fighter, The Daily Telegraph/David Rose

This shot from Libya, showing two rescuers aiding a wounded colleague seriously injured by a rocket-propelled grenade, showed the technical skill, creativity and professionalism that the judges were looking for. It was also a very strong news image, they said. It was "a great choice in a wide range of subject matter".

COMMENDED

The funeral of Constable Ronan Kerr, The Irish News/Hugh Russell "Forceful image added depth to story."

Riot police on the front line, Bristol Evening Post/John Kent "Great perspective and well used in paper."

The Last Time I Met Sir Jimmy [Savile], Yorkshire Evening Post/Simon Hulme "A final lament to a real character."

British men's cycling pursuit team winning gold, The Guardian/Tom Jenkins "Summed up subject matter brilliantly."

Armed Libyan rebel in action, The Sunday Times/Paul Conroy "What a powerful image with amazing detail!"

