

# PURE takes bronze, silver and gold publishing awards

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[PURE Publishing](#), the publishing wing of PURE Creative, has again confirmed its first-class status at the esteemed South African Publication Forum Awards that were hosted in Johannesburg on 1 October 2015.

This came a mere two weeks after PURE was named finalist at the LOERIES in Durban for *Best Cover Design*. At the SA Publication Forum Awards, PURE took gold, silver and bronze in the Best External Newsletter category, for three separate publications: *Concerto*, *Frontier* and *Views*. In the category for SA's Top Corporate Publications of 2015, PURE took a bronze award for Cape Philharmonic Orchestra's popular publication, *Concerto*. PURE's editorial team was also honoured with a finalist placement in the *Excellence in Writing* award.

The SA Publication Forum Awards have been around for 14 years. Aiming at rewarding excellence in internal and external corporate communication media, this competition showcases those who streamline the process of meeting the needs of corporate communicators. These awards emphasise the significance that print and digital publications still have in the content marketing world.

"Print versus digital is a hot topic," says Andrew Burke, founder and Managing Creative Director at PURE. "There is no point in denying that there has been a big leap to digital, but it does not mean print should be cast aside. We have seen amazing results through our clients' print publications, proving that print is still very much alive; especially in the high-end sector that values niche communications and content designed with luxury print in mind."

We further support our print publications with digital editions, transforming them into online apps or digital flip books, so therefore recommend embracing both print and digital. Digital reaches entirely different audiences than print, offering more opportunities and touch points, so the two must work hand in hand."

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