

42nd annual PICA Awards winners announced

Avusa's *Elle South Africa*, Woolworths *Taste* by New Media, *RiskSA* from Cosa Communications, and editors Jackie Burger, Peta Krost-Maunder and Sumien Brink were among the big winners last night, Thursday, 17 November 2011, at the 2011 PICA Awards at Sandton Convention Centre, Johannesburg. The awards, held annually, are open to all [Association of Magazine Media](#) (formerly [MPASA](#)) member publications and acknowledge standards of excellence in magazine publishing and journalism.

Once again, Media24 and its subsidiaries - especially *Taste* magazine, for which being crowned Customer Magazine of the Year was its third consecutive win - [showed their dominance](#).



All the winners

Best Consumer Magazine - Rossi Trophy

Winner: *Elle*, Avusa Media

Highly commended: *Weg!/Go!*, Media 24 Lifestyle

Highly commended: *Sarie*, Media24 Women's Interest

Best B2B Magazine - Watling Trophy

Winner: *RiskSA*, Cosa Communications

Highly commended: *AdVantage*, Media24 Business & Custom

Highly commended: *Leadership*, Cape Media Corporation

Best Customer Magazine

Winner: *Taste*, New Media

Highly commended: *The Arch*, Quantum Publishing

Highly commended: *Privé*, New Media

Consumer Editor of the Year - Jane Raphaely Trophy

Winner: Jackie Burger, *Elle*, Avusa Media

Highly commended: Michelle van Breda, *Sarie*, Media24 Women's Interest

Highly commended: Toby Shapshak, *Stuff*, Avusa

B2B Editor of the Year

Winner: Peta Krost-Maunder, ~~*Wits Business Review*~~, Wits Business School Journal, *Contact Media & Communications*

Highly commended: Robbie Stammers, *Leadership*, Cape Media Corporation

Highly commended: Louise Marsland, *AdVantage*, Media24 Business & Custom

Customer Editor of the Year

Winner: Sumien Brink, *Woolworths Taste*, New Media

Highly commended: Justine Drake, *Fresh Living*, John Brown

Highly commended: Colin Collard, *Good Taste*

Consumer Overall Magazine Design of the Year

Winner: *Fairlady*, Media 24 Women's Interest

Highly commended: *National Geographic Kids*,

Highly commended: *Elle*, Avusa

B2B Overall Magazine Design of the Year

Winner: Leadership, Cape Media Corporation

Highly commended: AdVantage, Media24 Business & Custom

Highly commended: Civil Engineering, South African Institution of Civil Engineering (SAICE)

Customer Overall Magazine Design of the Year

Winner: Woolworths Taste, New Media

Highly commended: Privé Summer 2010, New Media

Highly commended: The Arch Autumn 2011, Quantum Publishing

Consumer Cover of the Year

Winner: Visi April/May 2011, New Media

Highly commended: Woman & Home May 2011, Caxton Magazines

Highly commended: Your Pregnancy June 2011, Media24 Women's Interest

B2B Cover of the Year

Winner: Dairy Mail February 2011, Agri Connect

Highly commended: Inside Mining, 3S Media

Highly commended: AdVantage, Media24 Business & Custom

Customer Cover of the Year

Winner: Woolworths Taste, January/February 2011, New Media

Highly commended: Privé Summer 2011, New Media

Highly commended: The Arch Autumn 2011, Quantum Publishing

Annual Supplement of the Year

Winner: AdVantage Transit Media Guide, Media24 Business & Customer

Special award: Sarie Kos, Woon, Kreatief and Gesond, Media24 Women's Interest

Launch or Relaunch of the Year - Phillip Tyler Trophy

Winner: Sarie Gesond, Media24 Women's Interest

Highly commended: Nubian Bride, Ballyhoo Media

Highly commended: Plascon Spaces, New Media

Best Online Solution:

Winner: www.tastemag.co.za, New Media

Highly commended: www.sarie.com, Media24 Women's Interest

Highly commended: www.seventeen.co.za, Media24 Women's Interest

Best Tie-in with Integrated Marketing

Winner: Woolworths Taste, New Media

Highly commended: Fresh Living, JohnBrown

Highly commended: Wild, TiP Publishing

Columnist of the Year

Winner: Sipho Hlongwane, Dogs of War, The Big Issue

Highly commended: Daryl Ilbury, A Real Leadership Battle, Leadership

Highly commended: Sven Hugo, Agter die golf aan, Weg!/Go!

Merit: JP Van Niekerk, Time to decriminalise drugs, SAMJ

Feature Writer of the Year

Winner: Angus Powers, The Survivor, Sports Illustrated

Highly commended: Melissa Sibert, Captured in Mokala, Wild

Highly commended: Alex Eliseev, Dead Man Driving, Men's Health

Health & Wellness Writer of the Year

Winner: Mark van Dijk, Inconceivable, Men's Health

Highly commended: Charis Labuschagne, Die Groot K in my stamboom, Sarie Gesond

Highly commended: Arthur Jones, 89.28KM, Men's Health

Non-Professional Writer of the Year

Winner: Mike Marsden, Resolving Cape Town's Public Transport Crisis, IMESA

Highly commended: Jeremy Saville, Zig Zag

Highly commended: Nick Plewman, Visi

Highly commended: Mosa'ab ElShamy, FHM

Profile Writer of the Year

Winner: Erns Grunding, Smooth Operator, Weg!/Go!

Public Interest Writer of the Year

Winner: Salome Delport, Ritalin se Nuwe (Onwettige) Gebruike, Rooi Rose

Highly commended: Halther Dugmore, Karoo Unites against Shell, Farmers Weekly

Highly commended: Michael Burgess, 'I'm proud to be a commercial farmer', Farmer's Weekly

Trade & Technical Writer of the Year

Winner: Irma Venter, Fast Forward, Engineering News

Highly commended: Fidelis Zvomuya, Dairy Mail

Highly commended: Terry Deacon, The Project Manager

Highly commended: Anthony Doman, Popular Mechanics

Travel Writer of the Year

Winner: Toast Coetzee, Namibia: There's Life in the Empty corner, Weg!/Go!

Highly commended: Erns Grundeling, The Kalahari July, Weg!/Go!

Highly commended: Jeremy Saville, Trading Places: Living the Bitter Sweet Dream on Reunion Island, Zig Zag

Visual Production of the Year

Winner: Vicki De Beer, Dis Kersfees, Rooi Rose

Highly commended: Anton Sassenberg, Poppy Evans, Big Match Temperament, Elle

Highly commended: David Hutt, Aubrey Jonsson & Annalie Boshoff, Make a Wish, The Arch

Photojournalism of the Year

Winner: Ruvan Boshoff and Le Roux Schoeman, Hoeked on Snoek, Weg!/Go!

Highly commended: Noeleen Foster, The Truth About the Terrible Twos, Your Baby & Toddler

Highly commended: TJ Lemon & Tumi Sibambo, The Swankers, Joburg Style

Layout of the Year

Winner: Anton Sassenberg, Colour, Elle

Highly commended: Jocelyn Warrington, Boxing Clever, Woolworths Taste

Highly commended: Tariq Cassiem, Baring her soul, BBQ

Says PICA 2011 chairperson Danielle Weakley, "We are thrilled that both well-known names and bylines were awarded kudos, along with new up and coming young talents. Congratulations to all the winners - competition was stiff this year, [as well as] a 25% increase on submissions, and winners had to work really hard to be ahead of the pack."

MC for the night was comedian Nik Rabinowitz, who kept the audience in stitches with his running gags. What was rather

odd was that very few of the individual winners appeared to be there in person to collect their awards, and these awards were mostly collected by proxy.

For more:

- Bizcommunity Search: [PICA Awards](#)
- Twitter Search: [PICA2011 OR "PICA Awards" OR "picaawards"](#)

Corrected at 2.29pm on 22 November 2011.

Updated at 5.42pm on 22 November 2011 to include highly commended and several missing categories, which were left out of the original press release.

For more, visit: <https://www.bizcommunity.com>