

New Media TASTES success

Issued by [New Media](#)

19 May 2010

Woolworths *TASTE* magazine has topped the custom publishing category at this year's Advantage AdMag Awards. *TASTE* was awarded for always enhancing Woolworths' positioning as South Africa's premier food store by offering busy food lovers innovative, simple eating-in and entertaining solutions. *VISI* magazine, the premier décor and design magazine, walked away with a silver award in the décor category. Both titles are published by New Media (NMP), South Africa's leading content marketing company.



"Woolworths is ecstatic about winning the Gold Award for *TASTE* magazine and we are really proud to be associated with such a professional publishing team as New Media. We are always trying to give our customers the best innovation, trends and delicious food - while remaining accessible to everyone," Glenda Philp, Head of Marketing Communication/Foods, Special Occasions, GM at Woolworths.

In the past year, *TASTE* magazine has gone through strategic editorial changes to ensure that the title has remained relevant. While still beautifully produced, the magazine now interprets trends in an even more practical way for readers to digest easily. The new-look *TASTE* talks to its readers in one coherent voice. It is still fresh and contemporary, but emphatically more accessible and down-to-earth, without having lost any of its delight appeal.

"We've had to adapt to the changing needs of its readers. The global recession made affordability more important to consumers and *TASTE* adapted accordingly by offering the reader greater value at the same cover price," says editorial director Sumien Brink. "Along with my brilliant creative team, we couldn't produce this magazine without the support, insight and direction Woolworths gives us on a daily basis - I couldn't ask for anything more."

The partnership between Woolworths and NMP has strengthened over the 51 issues of the *TASTE* magazine. *TASTE* has proven to be a valuable form of marketing communication, which delivers measurable results for retailer Woolworths. The redesigned magazine was based on research that also showed that 84% of readers spend between 30 minutes and four hours reading the magazine. Benchmarked against the UK's Association of Publishing Agencies' (APA) average reading time of 25 minutes, *TASTE* clearly delivers an engaging read, ensuring valuable time spent with the Woolworths brand.

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