

# Digital download with... 24.com

By Leigh Andrews

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Local digirati shone at the recent IAB Bookmark Awards 2017. Here's some feedback from Andreij Horn, head: 24.com.

Publisher 24.com, a division of Media24, took home 15 Bookmark Awards in total last week, including two golds – one in the category of mobile publishers, the other for publisher sites. It also received a craft gold for news/feature writing and 24.com was recognised as best publisher overall in the special awards' section of the night.

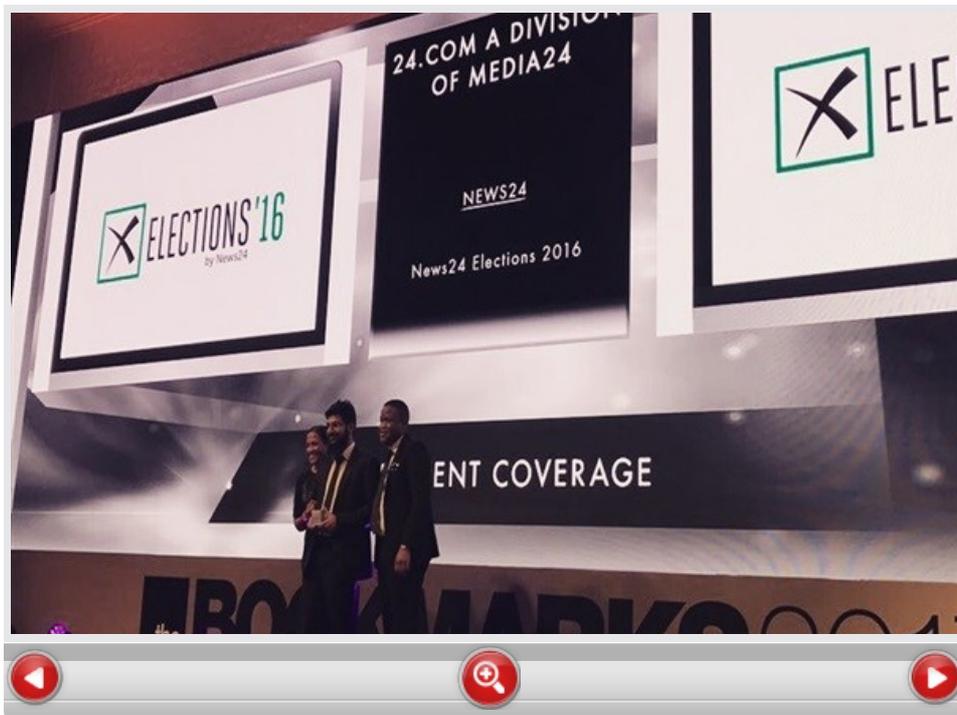
Describing this award on its website, the IAB writes, "What more is there to say. Think the *New York Times*." As this award is based on performance in the Bookmarks, it doesn't require an official agency entry, hence 24.com sending through the following celebration emoji:



Celebration emoji.

Horn said this year's Bookmarks showcased creative and strategic talent brought to bear on the campaigns of the leading brands in this country that he believes are on par with the best in the world.

He elaborates: "On the publishing side, I believe the work of our direct competitors that attracted awards were of exceptionally high quality and they thoroughly deserved to be recognised for that. The standard of work of all the finalists, speaks volumes for the investment that the large publishing houses like Media24 have made and continue to make in securing the best possible talent for their digital ventures. **Digital publishing has matured and is in many cases the primary business instead of something that publishers 'also do'.** This is very exciting."



"As far as 24.com goes, I feel that the emphasis the IAB and judges placed on work that was creative, innovative and that produced tangible and measurable results, makes this recognition by our peers and the industry as a whole very meaningful to us. This speaks to the dedication with which our editorial teams serve their public, the attention to detail our product teams put into their designs, and the skill with which our engineering teams build useful digital solutions. Our

audiences have rewarded us over the past year with the time they spend with us, and now the industry has recognised our effort. This year's harvest of awards sets a new benchmark for us, and I am honoured to have the opportunity to work with such a talented team," concludes Horn.

You can watch work related to the 24.com team's **News24 video** work embedded below:

[Click here](#) for the full list of 2017 IAB Bookmarks Award winners and visit our [special section](#) for the latest updates!

## ABOUT LEIGH ANDREWS

Leigh Andrews AKA the #MilkshakeQueen, is former Editor-in-Chief: Marketing & Media at Bizcommunity.com, with a passion for issues of diversity, inclusion and equality, and of course, gourmet food and drinks! She can be reached on Twitter at @Leigh\_Andrews.

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