



Media Release

Monday 29th October 2012

THE MAGAZINE COVER OF THE YEAR AWARDS SHORTLIST ANNOUNCED!

Sydney (29 October 2012) – Nicole Kidman protectively embraces her daughter Faith in an unguarded moment on the cover of *Harper's Bazaar*; while *The Week* features a triumphant Julia Gillard beheading Kevin Rudd under the coverline "Who's next?".

On *Australian Men's Fitness*, a tattooed Ben Roberts-Smith announces he's "Built for Battle", while *delicious* celebrates its 10th birthday with a mango meringue birthday cake, and *donna hay* chooses the ultimate chocolate layer cake to celebrate theirs. These are just some of the images that are fighting it out to win the Best Magazine Cover in their respective categories, plus the coveted Magazine Cover of the Year Award in this year's 2012 consumer awards, *The Maggies*.

A panel of industry heavyweights gathered to select a shortlist of 5 covers per category from the nominated entries. This panel included:

- Steve Allen, Managing Director of Fusion Strategy
- Stephen Brook, Deputy Editor of *Wish Magazine*, *The Australian*
- Andrew Burge, CEO & Founder of iSUBSCRIBE Pty Ltd
- Ita Buttrose, Youngest-ever Editor of the *Australian Women's Weekly* & first female Australian newspaper editor
- Andrew Cowell, Media Consultant
- Mark Fletcher, Newsagent, Newsagency Blog Publisher & CEO of newsXpress
- Louisa Hatfield, Executive Producer, *Mornings*, Nine Network Australia
- Deborah Hutton, Media Personality and Publisher & Founder of *Balance by Deborah Hutton*
- Paula Joye, Journalist & Editor www.lifestyled.com.au
- Chris Llewellyn, President & CEO of FIPP (the world trade magazine association)

The general public will now vote for their favourite covers over the next five weeks as the voting goes live at www.themaggies.com.au

Ita Buttrose, Chair of the judging panel, said of the awards, "It's great to see quite a few new entrants competing for awards in The Maggies. The standard of entries is excellent and it's terrific to see so much diversity in what's on offer."

"I can see a notable improvement in some of the magazine cover designs since last year's Maggies and that's really exciting."

The overall winner and individual category winners will be announced during the first week of December 2012.

The public will be incentivised to vote for their favourite magazine cover with a reward of a \$5 iSUBSCRIBE gift voucher. The voucher may be redeemed against iSUBSCRIBE's entire range of over 2,500 magazine and newspaper subscriptions. In addition, \$1 from every subscription sold using the iSUBSCRIBE gift vouchers will be donated to *Alzheimer's Australia*.

The shortlist consists of:

Business & Trade

Australian Business Solutions Apr/May 2012
Money Magazine June 2012
Mortgage Professional Aust. (MPA) August 2011
Security Solutions Magazine May 2012
The Walkley Magazine May/Jun 2012

Fashion & Beauty

Harper's BAZAAR Australia Jun/Jul 2012
madison November 2011
Peppermint June 2012
RUSSH Dec/Jan 2012
Shelia Magazine March 2012

Food & Wine

Australian Good Taste April 2012
Australian Gourmet Traveller January 2012
Australian Gourmet Traveller June 2012
delicious November 2011
donna hay magazine Oct/Nov 2011

Health & Fitness

Australian Men's Fitness May 2012
Australian Men's Health Magazine Nov 2011
FITNESS MAG Apr/May 2012
Fitness Mag (ultrafit) Jun/Jul 2012
Women's Health December 2011

House & Garden

ABC Organic Gardener Jan/Feb 2012
Australian House & Garden May 2012
Better Homes & Gardens December 2011
Country Style December 2011
real living June 2012

Lifestyle

Australian Geographic Outdoor Jan/Feb 2012
RoyalAuto March 2012
R.M.Williams OUTBACK Magazine Dec/Jan 2012
The Australian Women's Weekly January 2012
The Week Magazine 2-8 March 2012

Science, Technology & Nature

Australian Geographic Mar/Apr 2012
COSMOS Magazine Jun/Jul 2012
ECOcar Magazine Dec/Jan 2012
Wild Life Autumn 2012
Wild Life Winter 2012

Specialist

Australian Guitar January 2012
BLUNT February 2012
CHOICE October 2011
Positive Living 5 Sept 2011
Qantas The Australian Way November 2011

Sports

Dirtcomp Magazine June 2012
Ocean September 2011
Rugby League Week May 16, 2012
Tracks June 2012
Waves September 2011

Weeklies

Grazia 30 January 2012
New Idea 18 June 2012
TV WEEK May 26, 2012
WHO Magazine April 16, 2012
Woman's Day February 27, 2012

Youth & Pop Culture

DOLLY January 2012
Game Informer April 2012
Rolling Stone November 2011
Triple J Magazine September 2011
Total Girl June 2012

ENDS.

About iSUBSCRiBE

iSUBSCRiBE is the leading and most comprehensive online magazine and newspaper subscription superstore, currently operating in 3 countries - Australia, New Zealand and the United Kingdom. Representing over 800 publishing clients worldwide and listing subscriptions for nearly 3,800 different titles - iSUBSCRiBE has the largest range of any company in our field. A privately owned and proudly Australian company, its development of The Maggies shows the company's commitment to improving the popularity of Australia's great magazine publishing industry.

For more information please contact Paula Vinogradov, iSUBSCRiBE Pty Ltd on telephone 02 9251 3500, mobile 0404 862 933, or email paula@themaggies.com.au

The Maggies © iSUBSCRiBE Pty Ltd

