

Innovation

is the name of the game

The annual ADmag Awards this year saw two significant additions: a Lifetime Achiever Award and an Innovative Digital Publishing Award.



THE ADVANTAGE ADMAG

Awards have become a sought-after accolade for magazines in the consumer magazine category in South Africa. Launched by *AdVantage* 13 years ago, the awards recognise the editorial skill of the editors in steering their magazine brands to publishing success.

The emphasis is on editorial strategy, content, innovation and excellence. Judging took place in March over two days. Ninety-one magazines entered the 18 categories across consumer and custom titles. There were 15 entrants in the new ADmags Innovative Digital Publishing Award, sponsored by Bizcommunity.com, to recognise the publisher which has successfully launched an online edition of the magazine title. Factors such as navigation, design, content focus, interactivity and reach were taken into consideration in the voting procedure.

The awards took place on 7 May at a lunch at the vibrant Moyo restaurant at Zoo Lake in Johannesburg, which also saw the unveiling of the redesign of *AdVantage*.

MAIN AWARDS



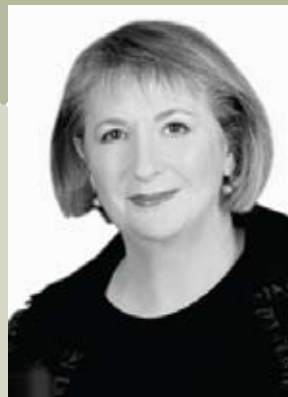
PUBLISHER OF THE YEAR: MEDIA24

What the judges said: Media24 produces consistent excellence in publishing and is currently leading in the digital application of its magazines - "they really get digital".



MAGAZINE OF THE YEAR: MOVE!

What the judges said: The judges singled out *Move!* as opening up a new target market, almost doubling circulation, and at R5 it is the cheapest woman's title. "*Move!* has gone into a target market where there wasn't necessarily a magazine reading culture."



EDITOR OF THE YEAR: SUMIEN BRINK

What the judges said: "Sumien produces world-class publications that are consistently excellent."



NEWCOMER OF THE YEAR: BRAVO!

What the judges said: "Vibrant, challenging, beautiful, entertaining, pushes boundaries, a great read."



BEST INTERNATIONAL TITLE: PSYCHOLOGIES

What the judges said: "Fulfills a unique niche."

LIFETIME ACHIEVER: JANE RAPHAELY

What the judges said: "Jane Raphaely has consistently pushed the boundaries in publishing, standing up for what she believes in. She is brave, a visionary and a true doyen of this industry, producing world-class magazines."

"The awards recognise the editorial skill of the editors"

THE DIGITAL DISCONNECT

THE WINNERS in the new digital Admags category "really get digital", according to the judges. The gold winner, Yourparenting.co.za, and the sites tied for silver, Shape.co.za and Sportsillustrated.co.za, demonstrated community engagement, community understanding and had exceptional elements of engagement.

Having an online presence for your magazine doesn't mean having a website. That is not 'online presence'. And having polls and forums does not equate to social media or true brand engagement in the opinion of our digital judges. One of the key judging criteria was 'innovation'. One judge commented: "Innovation means finding ways of engaging with the reader between the time the publications come out. What keeps me coming back online, is if people feed me stuff that is constantly interesting. Just repeating content from the print edition doesn't add value." Another said: "They think that by shoving an expert section in their website, it makes them social. Social media is the continuous engagement with



your audience. You have to commit to doing it all the time. It is about engagement. There is no 'email this' on some of the sites... sharing is what social media is about. You have to lay off with control and let the community police themselves."

Basically your brand isn't yours any more, it belongs to your reader/the community you serve.

The conclusion was that there is a massive disconnect between what publishers think is good on their sites and what is really good online.

ADVANTAGE THANKS ALL THE JUDGES THIS YEAR FOR THEIR VALUABLE TIME:

Yvonne Johnson, Wilma de Bruin, Louise Marstrand, Pedro van Gaalen, Madelaine Fourie, Shehnaaz Bulbulia, Johan Prins, Bridget Hudson, Cheryl Hunter, Ilva Pieterse, Marion Scher, Lebo Madiba, Nic Haralambous, Walter Pike, Simone Puterman.

ALL THE WINNERS

Women's and general interest categories were hotly debated and often only a few points separated the gold and silver winners. There were no entries in the Motoring category this year.

Category	Travel	Category	Female 24-35+
GOLD	SA Country Life	GOLD	Cosmopolitan
GOLD	Weg/Go	GOLD	Move!
Category	Youth Culture	Category	Décor & Home
GOLD	NAG	GOLD	Visi
SILVER	Hip2B2	SILVER	Tuis & Home
SILVER	Salt Water Girl	SILVER	SA Garden/SA Tuin Paleis
Category	Lifestyle	Category	Female 35+
GOLD	Real Simple	GOLD	Sarie
SILVER	Eat In	SILVER	Femina
SILVER	Eat Out	Category	Custom
Category	Arts & Entertainment	GOLD	Plascon Colour
GOLD	Bravo	SILVER	Woolworths Taste
Category	Format Supplements	Category	General Interest
GOLD	Business Day Wanted	GOLD	Huisgenout, You
Category	Business	SILVER	FairLady
GOLD	Finweek	Category	Health & Wellness
SILVER	Entrepreneur	GOLD	Psychologies
Category	Sport	Category	Innovative Digital Publishing
GOLD	Sports Illustrated	GOLD	Your Parenting (Your Baby, Baba & Kleuter, Your Pregnancy)
SILVER	Golf Digest	SILVER	Shape SA
SILVER	Bicycling	SILVER	Sport Illustrated
Category	Parenting		
GOLD	Fit Pregnancy		
SILVER	Your Pregnancy		

An EXTRAORDINARY woman'

This year Jane Raphaely is the worthy recipient of the inaugural Admags Lifetime Achiever Award. The following criteria were considered by the publishing team of *AdVantage* magazine, as well as the 2009 judging panel of the annual *AdVantage* Admag Awards. The recipient of this award:

- has a strong voice in the industry;
- is an agent for change in the industry;
- has influenced the industry in a positive way;
- produced innovative, consistently excellent products in the industry;
- is acknowledged as a visionary leader in the industry.

Jane Raphaely is chairman of Associated Magazines and editor-in-chief of *O, the Oprah Magazine*. She earned her BSc in Sociology and Economics at the

London School of Economics, London University. She was awarded a Rotary fellowship to study further at Columbia University in New York. In South Africa she worked in advertising as a copywriter and account executive, wrote a column for the *Cape Times* and opened a PR agency before becoming founding editor of *Fair Lady Magazine* in 1965. In 1984 she left *Fair Lady* and went on to launch, edit and publish the South African edition of *Cosmopolitan*.

Her passion for quality journalism, her concern for the development of female potential, her ability to find and train talent, and her enthusiasm for causes have created magazines which South African women have followed faithfully. She has won many media and business awards over the years and is renowned for her courage in tackling touchy issues; her kindness and support; the many editors who have come from her stable; and the

contribution her magazines have made to South African culture. She has also worked tirelessly over the years in and for many disadvantaged communities and social causes. She continues to campaign for an end to violence against women and children in South Africa.

She is described as an extraordinary woman, a loyal friend, mentor to dozens of powerful South African women, a powerhouse of note, dynamic... the list goes on. Those approached to give tributes spoke of how difficult it was to say all they wanted to say in a few paragraphs. All are dying to read her book, *The Recipe*, due out later this year.

One of the most enduring stories told is of her chicken soup recipe that she dishes out to those in the industry battling cancer and other illnesses. And as generous as she is with her pots of chicken soup for the ailing, it's her generosity of spirit, her knowledge and her precious time which are remarkable to those in her inner circle and beyond.





**JANE RAPHAELY
TRIBUTE**

**SHAUN JOHNSON,
MANDELA RHODES
FOUNDATION:**

"I thought Jane Raphaely was a publishing paragon when I first met her in the 1980s. I still think so in 2009. I was an insecure *kortbroek* journalist in those distant days, and it meant a lot to me that Jane took the trouble to seek me out to say she thought I had some talent. I have since discovered that she's done this for dozens, maybe even hundreds, of South African print people. Jane has grace, not something you can buy or fake, and not a quality that necessarily accompanies the power that flows from one's professional successes. JR is, among other things - but importantly - a humanist and a humanitarian; words that have fallen sadly out of fashion. I salute her with a smile."

**VOLKER KUHNEL, CO-
FOUNDER, ASSOCIATED
MAGAZINES:**

"Jane is the perfect editor: not only is she intelligent, innovative and has great intuition, she is also an excellent team leader that delegates well. Added to this she has the rare quality of presence, exceptional and compassionate public relationship, and networking skills."

**JENNY LE ROUX,
FOUNDER OF HABITS**

"Jane Raphaely is one of a kind. In fact, I have been convinced for years that there are two Jane Raphaelys. It is not possible for one person to manage what she does in a day. Not only has she produced world-class magazines, she knows what women want and shows them how to get it. She is generous with her knowledge and has mentored some of the most famous women in South Africa. Loyalty is her super strong suit. She is the best sort of friend to have, not just in a crisis, but in the way she listens and gives you the best advice possible. She's produced an interesting bunch of children who are all totally different and she is the perfect Jewish wife and mother (fridge full of food at all times!). And as if that isn't enough, she is besotted by her four grandchildren."

**WENDY LUHABE, DEFINING
MOMENTS:**

"Jane Raphaely has been an inspiration, a role model and a champion for women empowerment, leadership and pioneering contribution in South Africa over many decades. The award bestowed upon her is well deserved. Jane has used her publications to showcase women and women's issues in the most uplifting way... to transform women's lives and self-worth. We salute her for showcasing women's achievements and keeping women's voices alive in the SA publishing industry. She epitomises the opening line of Dawna Markova's poem: 'I will not die an un-lived life'."



**CHRIS MOERDYK, MEDIA &
MARKETING CONSULTANT:**

"I don't think it would be exaggerating one bit to call Jane the doyenne of South African magazine publishing. What I have always admired about Jane is that she is an outstanding journalist who understands publishing, and even more so has always had a solid understanding of what marketing is all about. The way she has conducted herself and run her business is an exceptional case history and something that any aspiring journalist, editor or publisher would do well to study."

**ANDREW JENNINGS, GROUP
MD: RETAIL, WOOLWORTHS:**

"I can think of no one in the SA media industry more deserving of this award. Jane has done more in one lifetime than most of us could ever dream of accomplishing in several. Over her 40 years in the industry, this remarkable visionary has not only practically single-handedly changed the face of South African magazine publishing, but in doing so has made an incalculable contribution to educating, uplifting and transforming the lives of South Africa's women. Well done, Jane! We're so proud of you."

**MOIPO NE MALEFANE,
POLITICAL WRITER, SUNDAY
TIMES:**

I first met Jane in 1998 at the Rosebank Hotel. I was studying journalism at Rand Afrikaanse University (UJ) and had requested a meeting with her. My relationship with her grew from there and she is always available to help me with anything in my field of work at anytime. I grew in journalism under her guidance, although I have never worked under her. I find her to be very patient with good listening skills.

**PAT PILLAI, ANCHOR:
E.NEWS PRIME TIME, INSIDE
OUT EXECUTIVE PRODUCER,
FOUNDER: LIFE COLLEGE:**

On a sunny day in 1989 in Cape Town, I first had lunch with THE Jane Raphaely. I was an uncomfortable, naïve 26 year old. She was warm, delightful and sincere as she asked about my life, dreams and passions. She shared some insights with me and encouraged me to stay true to the voice inside of me, to work hard and never give up. She said South Africa needed young men and women of excellence - I was inspired. Jane went on to achieve even greater success, but it hasn't changed her essence. She remains generous of spirit, a consummate professional, a visionary and a beautiful soul. And for the last eight years Jane has been actively involved as a mentor at Life College, still encouraging youngsters to aim higher. Thank you, Jane, and hearty congratulations.

**RHODA KADALIE,
IMPUMELELO:**

"Jane has groomed and mentored many young journalists who now feature everywhere in places of prominence in the industry. Her mentees attest to this, affirming that Jane is not only a true expert in her work, but also at the cutting edge of her profession. As the doyenne of women's magazines she has promoted democracy, women's rights, and freedom of expression, using her powerful voice to influence national opinion on matters of social justice, and putting her money where her mouth is, when necessary. Jane's modesty belies a greatness that is truly awe-inspiring."

**DI PAICE, MARKETING
CONSULTANT:**

"Two characteristics shine out in Jane Raphaely: courage and passion. These are probably common to most entrepreneurs, but I think what added to her attraction both as an employer and as a business leader was a great dollop of humour and humanity. She had to lead an all-women team in a world where feminism was not taken seriously. Apparently she was once heard to comment with regard to a staff member: 'I am not your mother.' It was a privilege, but most of all it was a pleasure working with Jane. It was fun and challenging and I remember laughing a lot."

**GORDON PATTERSON,
STARCOM MD:**

"Jane Raphaely is an influencer. She has embraced change and through her personal effort affected the characteristics of the magazine industry today, and laid foundations for tomorrow. Jane has, with her family and friends (who could ever forget Volker!), created an empire of ethics, integrity, tradition, innovation and professional values that in my opinion all magazine publishers should aspire to. While Jane will never know how many people and careers she has influenced, magazines would have been weaker had she chosen a different career."

**MARIANNE THAMM,
COLUMNIST:**

"Jane Raphaely was the first boss I had who asked me what I thought. She pushed my boundaries and encouraged me to think for myself. And that is Jane's gift to the scores of mostly young women who have passed through her several publications over the years. It is the gift of provoking you to do and find your personal best. Jane is a generous teacher if you are open to learning and being taught by a master of the game. I have been privileged to be a student."

**TONI YOUNGHUSBAND,
EDITOR, SHAPE:**

"Jane is all about relationships. That's the secret of her many successes. And unlike Anna Wintour, it doesn't matter to Jane whether you're a Lauder or the laundry man - she will want to know your story. And once she has you, she won't forget you. She's schooled almost all of the top women's magazine editors in the country, and our industry is the richer for it. And I know that long after she has retired, she'll still be delivering chicken soup to my door when winter chills take hold." ◀