

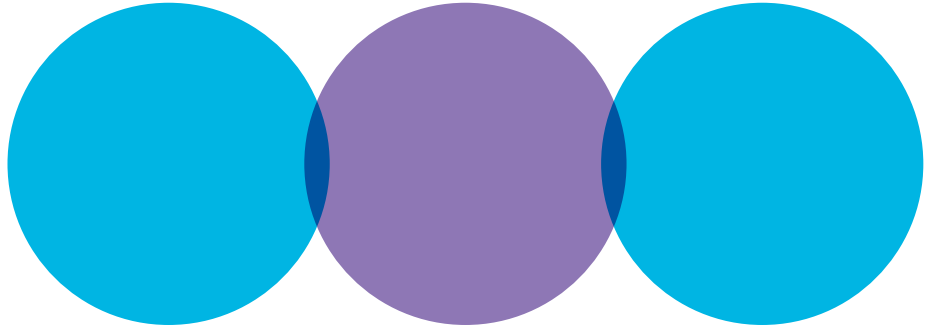
newsawards 2016
print·digital·business
IN ASSOCIATION WITH PJ AND FUJIFILM

The Winners



FUJIFILM
Value from Innovation





In the first book of awards winners 20 years ago, I spoke of the industry's awakening to the new digital world and the workflow strategies resulting from new computer to plate technologies.

I spoke also of the hundreds of newspapers across the UK and Ireland that nurtured and sustained their readers and, by their existence, enriched us all. Twenty years on those words still ring loud and true.

Newspapers and news brands today – across all platforms of print, online, mobile and social media – reach out to international, national, regional and local communities in ways other media cannot hope to match. Our unparalleled press educates and informs, probes and investigates and holds those in power to account. Every day we are reminded how fortunate we are to live and work in a society where a free press can operate.

The UK's newspaper market is one of the strongest and most diverse in the world. Its ability to inform, entertain and question those in authority is unrivalled. We know that we have something special to offer because more people than ever are making our publications an essential part of their daily lives – around the clock and around the world.

We are privileged to be part of such a hallowed institution and honoured to carry the weight of our industry's long and significant history in our hands. None of us taking part in this landmark 20th annual awards event take such a privilege lightly and work tirelessly to ensure that our dynamic and fast-evolving press continues to meet the growing needs of readers hungry for news 24/7.

And I'm sure each of us is in agreement with the recently-launched mission statement of the News Media Association, in which newspapers were described as 'the powerhouse for news provision in the UK'.

We hold those in power to account – the Panama Papers being just the latest example of news media

agenda setting, forcing change and keeping politicians on their toes.

Newspapers in all their formats have an informative and engaging connection with the reader. It is this connection that gives national and regional and local press, in print and online, a fundamental role in delivering advertisers a highly trusted and relevant environment which drives real action.

The past 20 years of awards have seen our print brands applauded in their many formats. Looking back, our awards reflect a busy, tumultuous, sometimes tortuous but exciting and adventurous two decades of championing and celebrating the very best in newspaper and news media print, technology and business innovation.

We have done our industry's predecessors proud in cementing our news brands in the heart of society. The industry is to be applauded for carrying the weight of our heritage with care, and for ensuring the industry remains vital and robust when we pass it to our successors.

On a personal note, and on behalf of the awards team, I am hugely indebted to all our sponsors over the past 20 years. Those who have enabled us year on year to showcase the very best our industry has to offer. And especially to Fujifilm, our headline sponsor since day one and which continues to host our print categories judging. Thanks too, to the Internet Advertising Bureau for hosting the digital and business awards judging for the second year since launch.

As this Winners Book reveals, we are a resilient industry. We are pioneering, we are innovating, both in print and online. Our portfolio is greater than ever before and our audience is growing. Long may that continue.

Gary Cullum, editor and publisher, PJ



THE JUDGES



THE AWARDS

Pictured left, the newsawards 2016 Print categories judging panel

Back row, left to right: **Brian McClure**, night operations manager Westferry Printers; **John Ford**, director of production, Archant; **Stuart McClean**, print centre manager, Herald & Times Group; **David Crow**, managing director, group services division (print and logistics) Johnston Press; **Danny Couchman**, operations manager, Guardian Print Centre, London; **Bill Paterson**, managing director, Paterson Consulting, former director Celtic Media Print; **Paul Dominic**, senior production manager, TMP Watford; **Tony Major**, assistant editor and newsroom operations editor, FT.

Seated: **Ian Fisher**, CEO Mortons of Horncastle and chairman Mortons Media Group; **Peter Green**, chief production officer, Telegraph Media Group; **Gary Cullum**, chairman of judges and editor and publisher of PJ magazine; **Alan McCann**, operations services director, News UK; **Dan Saxon**, operations manager, Midland News Association.

Pictured left: the Digital and Business categories judging panel

Pictured from left: **Rebecca Allen**, general manager UK and Europe, Contently; **Andy Hill**, managing director digital, MNA Media; **Nik Dewar**, business director EMEA, Theorem; **Clare O'Brien**, senior industry programmes manager, Internet Advertising Bureau; **Nelly Gocheva**, editor, T Brand Studio International; **Steve Chester**, director of data and industry programmes, Internet Advertising Bureau; **Michael Kowalski**, CEO, Contentment; **Paul Hood**, head of digital, technology division, Dennis Digital, and **Bevan Thomas**, commercial director, Newsflare.

Natalia Escribano, inset, senior director EMEA, AppNexus.

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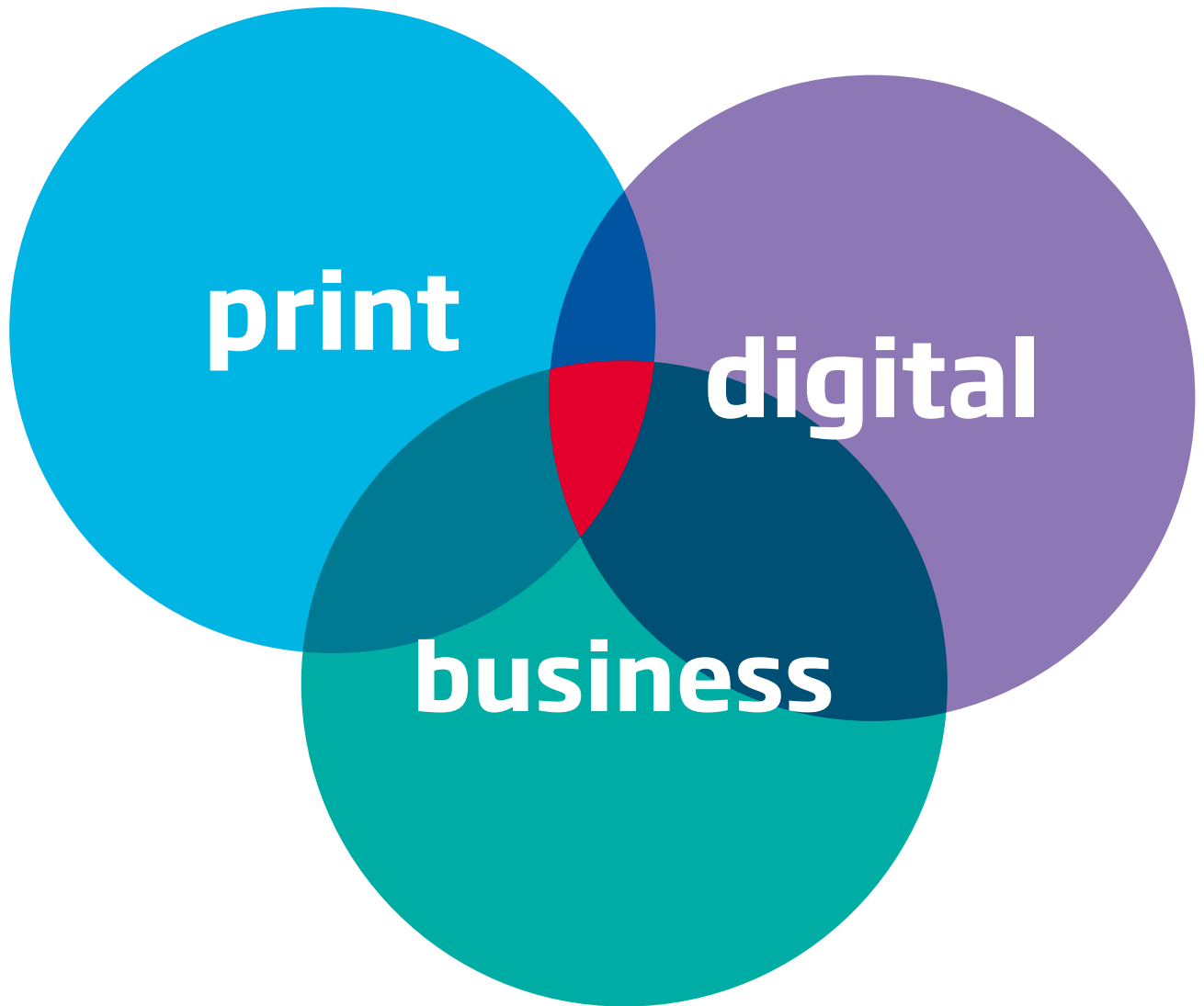
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FUJIFILM GRAND PRIX



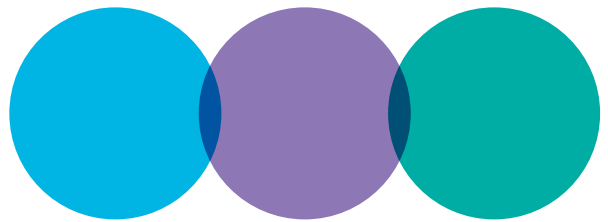
Celebrating the potential of our Newspaper Industry

We are delighted to congratulate the winner of the **Fujifilm Grand Prix**. The premier award reflects the importance of 'The Total Package' - the most compelling offering of print, digital and business initiatives.

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FUJIFILM GRAND PRIX

The Total Package

A sound print offering was central in the hunt for The Total Package, along with proven business and digital expertise. The winner needed to demonstrate how publishers and printers have come together to create a cohesive product aimed at securing a sustainable future for the brand. The judges' checklist called for evidence of a first-rate cross-platform relationship, strong audience engagement, profitability, innovative thinking coupled with a practical approach.

Judges were pleased to see that it was not just the major brands entering this prestigious category; there were also excellent entries from niche and regional titles.

All entries demonstrated the breadth of imagination, commercial enterprise and technical expertise that ensures a safe future for our industry.

WINNER

FT

This innovative and pioneering entry excelled on all fronts and was 'a clear winner'. Judges said it was a 'true interaction between print and digital platforms', offering its niche audience a hard-to-resist blend of print and digital offerings. As a result, both readership and revenue were on the rise. 'This is a profitable business model,' agreed judges. 'It has made the transition from print to digital but print remains vital to the brand, marketing and ad revenue.' The FT is building a sustainable future and is developing some great new commercial opportunities. It's The Total Package.

HIGHLY COMMENDED

Racing Post This 'was a tremendous example of adapting the business model in an increasingly online world'. The Racing Post's multiplatform offering of print, app and pocket guides was evidence that the Racing Post had grabbed the digital revenue streams by the horns and made a huge success through diversifying, enthused one judge it has used its spin-off products and partnerships to extend its reach.

COMMENDED

Eastern Daily Press Hard work and tenacity across the Eastern Daily Press team shows what can be achieved using one medium to drive another. The GoGo Dragons campaign was an absolute triumph. EDP is punching well above its weight.

The Guardian Positive investment, great campaigns and design, and a well-polished presentation. This inspired entry covers all markets.

The Sun The Sun brand surprises and delights across all platforms, developing diverse products and revenue streams. It's certainly in tune with its target audience.

The Times A profitable business that has grown newspaper circulation bucking industry trends. It's an impressive feat to show growth in a highly challenging market.





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NEWSPAPER PRINTER OF THE YEAR

The Agfa Premier Awards

This was the chance for printers of both national and regional newspapers to grandstand their wares – and, as expected, an impressively strong field of contenders rose to the challenge. ‘There is an incredibly high standard of printing in this category, it’s hard to call it,’ said one judge, while another commented that ‘there’s nothing bad on the table,’ and another observed: ‘The quality is fabulous. There is not a massive jump between any of them so we are having to be hypercritical.’

NATIONAL WINNER

Newsprinters Broxbourne (The Sunday Times, The Sunday Telegraph) Broxbourne gets it because of supreme consistency across colours and blacks. One judge said the entry was ‘as near faultless as you can get – coldset printing at its very best’.

HIGHLY COMMENDED

Sheffield Web (Daily Star, Daily Express) Another exceptional demonstration of excellent quality, with superb repro and imaging, along with bold colours, defined detail and clean quality.

COMMENDED

Guardian Print Centre (The Guardian, The Observer) Well balanced printed copy, excellent registration, with exceptional line-ups throughout the book.

Newsprinters Knowsley (Financial Times, The Times) Superb example of quality printing across tabloid and broadsheet formats.

St Clements Press (Financial Times, Epoch Times) Great reproduction with exceptional accuracy.

Trinity Mirror Printing Watford (Daily Mirror, i) Stunning printing of i, with great black solids and truly vibrant colour.

Westferry Printers (Daily Express, Daily Star) Accurate printing to be proud of.

REGIONAL WINNER

Discovery Print (The Courier, The Press and Journal)

This stands out against the competition declared a number of judges making it the winner in a tough category. Great consistency and superb inking.

HIGHLY COMMENDED

Portsmouth Web Offset (Bath Chronicle, West Sussex Gazette, West Briton) Consistent display of well-produced newspapers. Images had detail and depth.

COMMENDED

Archant Print (Eastern Daily Press, Angling Times, MCN) Great print quality, repro and colour.

Interpress NI (The Irish News, Daily Record, Daily Mirror) Consistent colour balance. Strong colours and solid blacks.

Mortons Print (Hackney Citizen, Hull Daily Mail, Teesdale Mercury) Contrasting titles on varying stocks. Very good quality.

Newbury Weekly News (Maidenhead Advertiser, The Brecon & Radnor Express, Newbury Weekly News) Very clean sharp images.

Newsquest Glasgow (Evening Times, The Herald) Good diversity, very clean broadsheet and clear detail.





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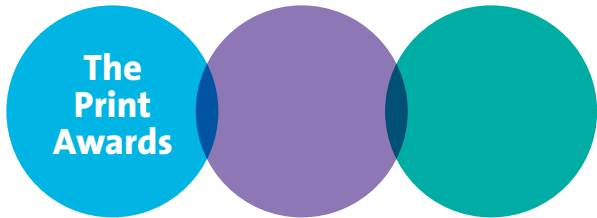
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PRINTED INNOVATION OF THE YEAR

The UPM Paper Premier Award

Innovation is one of the watchwords of an ever-evolving newspaper printing industry, so it's no surprise that this category drew some impressive examples of departures from the printing norm.

Entries came from across the UK and overseas, and included a 'blank' newspaper for school use from Finland, as well as stand-out displays of gatefold ads and 'barn door' processes – plus stunning souvenir posters, promotions, supplements and wraps.

Ultimately, judges were looking for an innovation that offered a commercial edge – a process or idea that would enhance and sustain the core printed product. Sadly, a number of the overseas entries, while creative in thinking, lacked quality in execution.

WINNER

DC Thomson – hybrid print initiative

This clear winner not only ticked the innovation box but also captured reader involvement and offered undeniable commercial opportunities. DC Thomson has plenty of commercial ideas for this technology – from prize draws and bingo to cartoons. Huge commercial potential and a definite innovation to bring the printed product alive.

HIGHLY COMMENDED

The Daily Telegraph – barn door creative 'Fine execution of in-line press gluing capability', said judges. 'Original and innovative use of standard equipment.' There was also praise for The Daily Telegraph's printer, Newsprinters.

COMMENDED

Guardian Print Centre – Samsung/Fiat gatefolds Much potential from this innovation to give high value advertisers a unique selling point. Well produced.

The Sunday Times – The Dish cover wrap Glitter print works well for this Christmas edition.

The Times – In The Heart of The Sea cover wrap A simple, clever cover wrap idea used to great effect, creating a memorable promotion.

The Wall Street Journal – London cover wrap Striking half page ad allows advertising on page one without having to give up the title's identity.



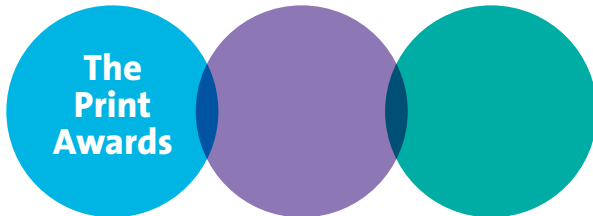
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NATIONAL NEWSPAPER OF THE YEAR

The manroland web systems Premier Award

A strong field of acknowledged market-leading brands provided judges with much to mull over in this category. Entry criteria called for production excellence across three consecutive issues, attractive designs and eye-catching front pages plus evidence of campaigns and marketing initiatives.

These heavyweights ensured that they ticked every box with high production values, bold front pages, slick navigation through great content, and overall packages that were variously described as ‘punchy’, ‘elegant’ and ‘offering something for everyone’. ‘They know their market,’ said one judge. Just two points divided first and second places in this prestigious title race.

WINNER

The Daily Telegraph

Commended in last year’s awards, the title took top spot this year because of its consistently impressive presentation, repro and ease of content navigation. ‘Beautifully printed and an all-encompassing package.’

HIGHLY COMMENDED

Last year’s winner, i was described as a neat and clever package with great story counts and an impressive circulation revenue increase. Judges praised it as ‘the best compact by far’.

COMMENDED

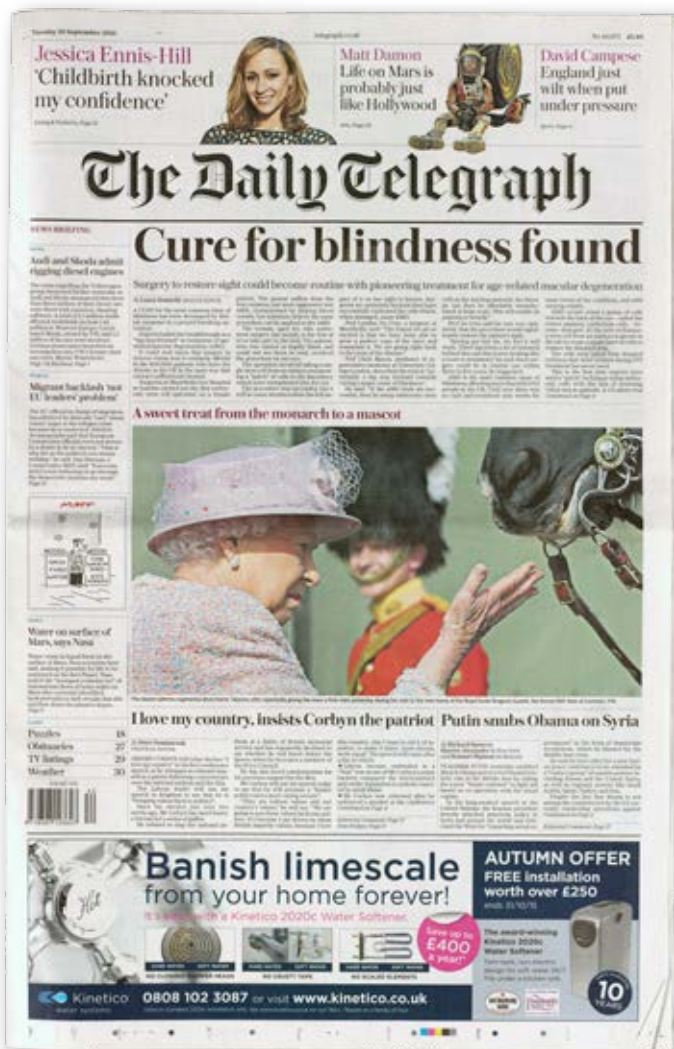
The Guardian Elegant design, clever and innovative with good use of graphics. Works well in print and online.

Financial Times Clean and well presented. A quality daily that is superbly put together.

Metro With clean and open pages, this title is remarkably resilient in a challenging environment

The Sun A familiar and successful package, this is a good all rounder.

The Times A market-leading performance from a comprehensive package, The Times is well designed and cleanly printed.



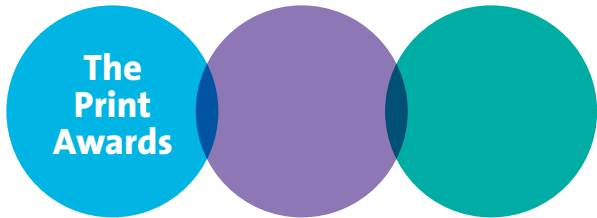


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REGIONAL NEWSPAPER OF THE YEAR

The Aktrion Premier Award

With three consecutive issues of each entry put under the microscope, nothing was going to escape the judges' keen eyes as they scrutinised every page of every newspaper in their hunt for consistent quality.

And while there was some evidence of plate and belt marks, minor scumming and show-through, the judging panel was also treated to solid colours, deep blacks, engaging design and good use of clean, white space.

Sales and distribution figures also formed part of the judging mix in this hotly-contested category, along with plenty of compelling news content to form a complete commercial package.

WINNER

The Courier – Dundee

'Superbly produced product. Free of clutter and with excellent content,' is how one judge summed up why the judging panel consistently listed The Courier among their top six. Time and again, judges highlighted its modern lines, good use of white space, consistent quality and excellent production values. It's well-presented overall, with a clean and easy-to-read layout.

HIGHLY COMMENDED

The Press and Journal

From the same stable as The Courier, it was the high pagination and consistently strong print quality from DC Thomson's Discovery Print team that again caught the judges' eye. 'Good clean copies on bright paper means the blacks stand out. The printing and repro are excellent,' they said, adding that it was a 'solid, newsy publication'.

COMMENDED

Leicester Mercury Consistent print and excellent design that lures the reader through the product.

London Evening Standard A stand-out paper for quality and content. Circulation going up and plenty of national advertisers.

Shropshire Star Good use of every piece of paper. Excellent repro. Modern feel and great pictures.

The News – Portsmouth Vibrant colour, well printed and well presented. Easy on the eye.

Western Morning News Consistent quality throughout, excellent pre-press, design and presentation. Hard to fault.



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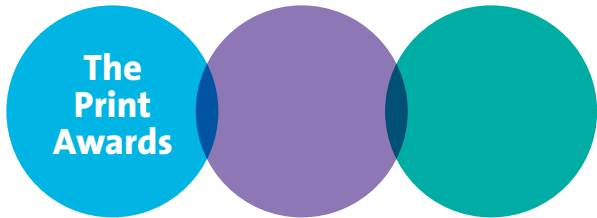
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The Print Awards

INTERNATIONAL NEWSPAPER OF THE YEAR

The Resolute Forest Products Premier Award

As in previous years, a strong field of entries from all over the world gave judges plenty to ponder in a category designed to reveal how overseas publishing practices differ from our own. Eye-catching designs and distinctive paper stock used by some very readable newspapers produced much food for thought. One entry's downpage ad spreads were particularly compelling: 'You've just got to look at them,' said one judge, while a colleague observed that the extensive pagination in another entry meant that 'ads get great exposure in a way they are not treated in the UK'.

The category attracted a strong showing from Western Europe, particularly Portugal and the Netherlands. But, once again, the impressive German entrants dominated.

WINNER

Frankfurter Allgemeine Sonntagszeitung (Germany)

Last year's winner and a consistent front-runner in this category over the years. FASZ continues to impress with its incredible quality throughout, outstanding pictures, stunning car ads, and bold layout all working together to place this broadsheet well ahead of the rest.

HIGHLY COMMENDED

China Daily European Weekly

Another striking entry means that this winner from two years ago continues to be a world-class product. A fresh looking paper with an enticing new design.

COMMENDED

Aftenposten Junior (Norway) Bright and breezy format with good use of colour.

Donaukurier (Germany) Clean and bright, and the Berliner format works well.

Guardian Weekly Well-presented innovative format. Faultless registration.

Heilbronner Stimme (Germany) Great multi-section layout, presentation and print quality.

The Wall Street Journal Clever use of colour. Well-blended editorial and advertising. Very clean.



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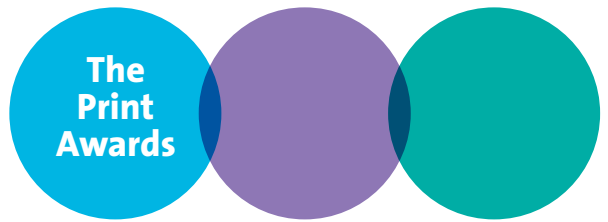
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SUNDAY NEWSPAPER OF THE YEAR

The Real Time Logistics Solutions Award

This award showcases the range of quality broadsheets and tabloids that are enduringly synonymous with British Sunday life. It was almost possible to hear the judges purr with delight as they pored over the production processes displayed across all titles; ‘fabulous packages’ ... ‘the grammage is lovely’ ... ‘subtlety and density of colour both achieved on one page’.

Commercial and business strengths were also assessed, with judges acknowledging ‘nicely laid-out packages’ that were ‘easy on the eye’ and with ‘great looking ads’. There was just a hair’s breadth between top spot and the highly commended title, with both newspapers described as ‘simply outstanding.’

WINNER

The Sunday Telegraph

This was a standout newspaper in the opinion of a number of judges. The Sunday Telegraph’s production teams were praised for achieving beautiful solid colours and really black blacks on striking images of impressive quality. The creative use of various paper grades was also noted, as was the bold and easy to read format. Judges agreed that this winner was an overall great Sunday package that has it all.

HIGHLY COMMENDED

The Observer This heavyweight title contender also impressed with its high-end production values and content. Well printed, good colours and great stories.

COMMENDED

Daily Star Sunday Very clean, well printed and crisp copy. It has busy, engaging content and is well presented.

The Independent on Sunday Superb images and design well presented. This newspaper will be sorely missed.

The Mail on Sunday Great Sunday package that appeals to all age levels and sexes. Value for money.

The Sunday Times A heavyweight package, well signposted through the sections with good colour reproduction from spread-to-spread.

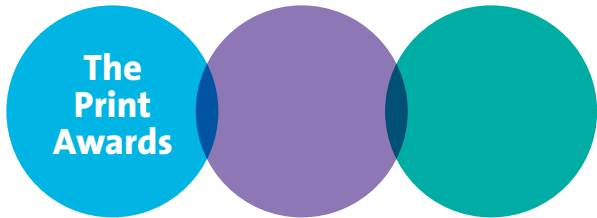


Congratulations to all the winners of the News Awards 2016

The richer and more varied the media world, the more powerful it becomes as a communication medium. People enjoy informative and entertaining printed work, all the more so in our virtual age.

We wish you continuing success into the future and congratulate you all on your excellence within the industry.





WEEKLY NEWSPAPER OF THE YEAR

The WRH Global UK Award

A bumper crop of entries in this category was perhaps a reflection of how its ranks have been swelled by the number of dailies that have moved to weekly publication in recent times. Silence fell as absorbed judges proved that everyone loves a local paper – and newsawards 2016 was treated to a display of the nation’s best. ‘We need to take them home to look over the weekend to do them justice,’ said one judge, adding: There are some good packages of 50-60-70 pages. Tremendous. I’m impressed by the sheer amount of editorial content in many of the titles.

WINNER

Retford Times

Amassing almost twice as many points as its nearest contender, this Nottinghamshire-based Local World (now Trinity Mirror) title displayed a winning combination of consistent quality on a great choice of improved paper stock, excellently packaged and with evidence of a solid performance. ‘Its premium feel makes it stand out with an excellent balance of news,’ said judges who also praised its lovely layout.

HIGHLY COMMENDED

The Oxford Times

Highly commended for the second time in two years, this Newsquest newspaper impressed with its strong pagination, including exceptional supplement content, healthy circulation stability and super local content.

COMMENDED

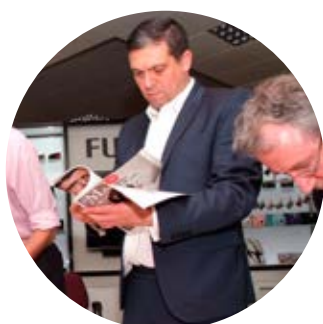
Chichester Observer Consistent quality with good local initiatives.

The Essex Chronicle Great package, multiple sections and well printed.

Newbury Weekly News Interesting pink business section. Lots of local news.

The Cumberland News Excellent presentation with exceptional printing. Sharp images and dark, consistent blacks.

The Scarborough News Tightly produced tabloid, well designed and full of local news.





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NATIONAL SUPPLEMENT/MAGAZINE OF THE YEAR

The Sun Chemical Award

A mouth-watering mix of high-end and sophisticated photos, imaginative use of paper stock, sharp reprographics and stunning design gave judges plenty to enjoy in this category.

The brief called for quality, quality, quality, in everything from production values to ease-of-navigation – and the contenders delivered. ‘The standards are incredibly high,’ summed up one judge.

Particular note was made of paper stock and how it was used to enhance the publications and so make them more commercially captivating to advertisers looking to invest in that perfect package.

WINNER

Telegraph Fashion

A great choice of paper stock helped secure top spot and made the magazine stand out from the rest. The luxuriant velvety finish to the inside pages of this popular glossy-covered product ‘has a good feel to it’, said one judge, while another said the choice of stock ‘gives it a lift and really lends itself to the product’. Others singled out the clean finish, excellent bleeds, great design and sharp images for praise. The entry was ‘particularly special’, they agreed.

HIGHLY COMMENDED

How To Spend It (Financial Times) Last year’s winner, and a very close contender this time around. The panel said it was classy and innovative and praised the colour consistency, repro quality, fantastic use of imagery and its luxurious feel, underpinned by solid commercial success. ‘I love the triple page spread,’ said one judge, who remarked: ‘It’s very sharp. Just the right amount of ink. Nice and deep without being over the top. I think it’s lovely.’

COMMENDED

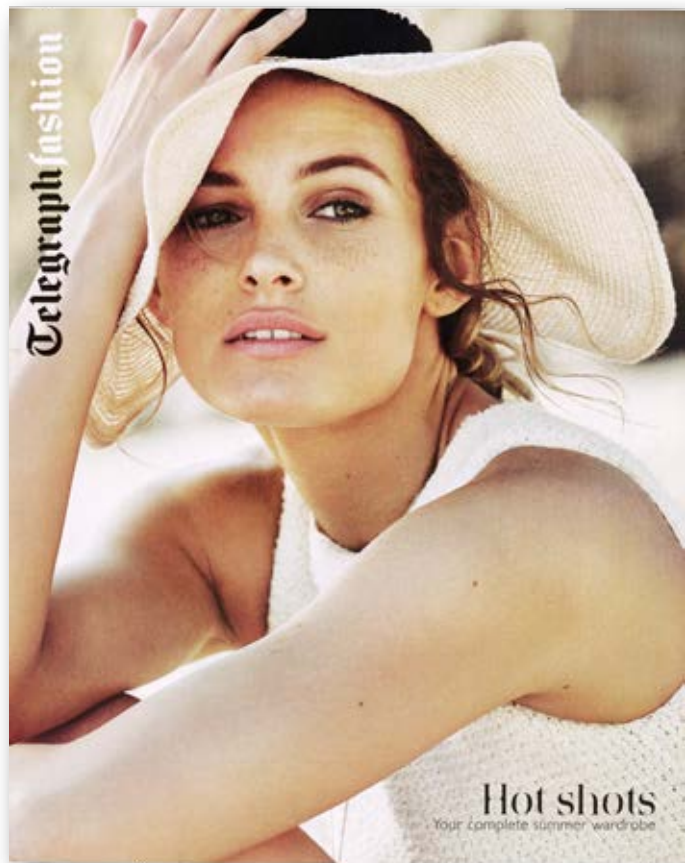
The Dish (The Sunday Times) Great reproduction. Clean, white finish, sharp images and a great magazine.

ST Magazine (The Sunday Telegraph) Good all round package with a bright, breezy feel.

Style (The Sunday Times) Weighty, well designed. Perfect bound copies.

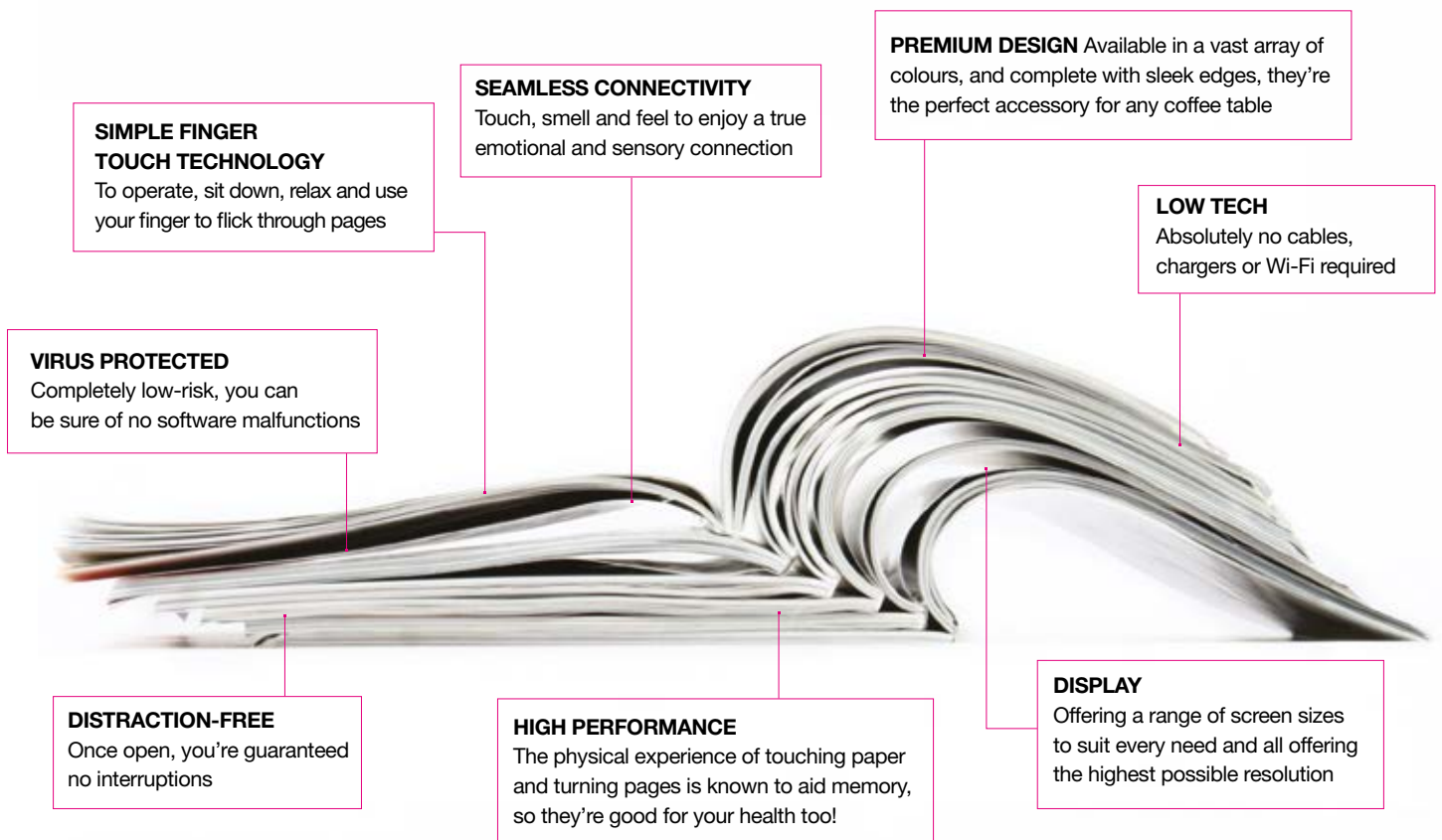
Ultratravel (The Telegraph) Has a wow factor. Perfectly produced to a high standard. Attractive advertising and varied editorial. Nice large format.’

You Magazine (The Mail on Sunday) Good printing with great articles and high grade pics.



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REGIONAL SUPPLEMENT/MAGAZINE OF THE YEAR

The Precision Colour Printing Awards

This popular category was a glittering showcase of formats, bindings, stock and production techniques in sumptuous supplements that each did credit to their flagship title or stable. In addition to their aesthetic appeal, their commercial credentials were also examined to see how they succeeded as feeder publications, bringing in welcome additional revenue for their sister publications and associated websites. With subject matter ranging from rugby to local history, judges were impressed how each magazine had a wide appeal while still retaining its local influence. There were two trophies up for grabs.

WINNER – MAGAZINES

Dirt Bike Rider (Johnston Press)

'This oozes quality,' said judges. Aimed at a niche market, Dirt Bike Rider goes for it with in-depth articles and amazing pictures. Bright and modern, it truly understands its audience. Stunning.

HIGHLY COMMENDED

Cornwall Today (DC Media)

Separated from the winner by a mere two points, Cornwall Today won particular praise for the thoughtful design process that had gone into the front page gatefold and how it married with page 3. A lovely, classy publication.

COMMENDED

Cambridge Business (Cambridge Newspapers) An unusual glossy business-focused magazine. Plenty of editorial and well designed.

Cambridge Magazine (Cambridge Newspapers) Great design and layout, and interesting sections. A high quality product.

Devon Life (Archant) Quality all the way with high-class images, stories of real interest and a good platform for advertisers.

The Journal (Hull Daily Mail) A good production with excellent repro and lots of local content.

Swansea Life (SWW Media) A stunning piece of printed work. Well produced, innovative and fresh. A comprehensive package.

WINNER – COLDSET

Weekend (Belfast Telegraph)

There were two clear favourites in this section – but it was Weekend that tipped the balance by just one point. It won consistent praise across all disciplines; print values, design, layout and editorial content. A well-targeted and balanced product.

HIGHLY COMMENDED

Yorkshire Post Weekend Magazine In such a tightly-contested category, Yorkshire Post's supplement also ticked all the boxes. A good blend of coldset and gloss cover and a well-finished product.

COMMENDED

Culture (The Journal, ncjMedia) Fantastic quality throughout.

Final Whistle (Express & Star/Shropshire Star) Small but well presented. Excellent sharp reproduction and printing.

Historic Tamworth (CIN) Superb content and well produced.

A product I would go out and buy.

The Way We Were (Stoke Sentinel) Novel idea and good content.



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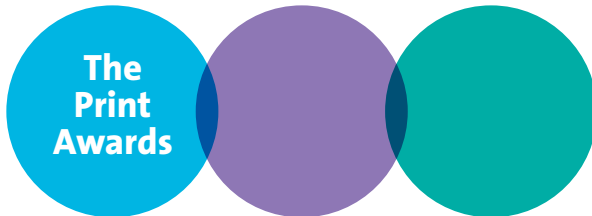
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NICHE MARKET NEWSPAPER OF THE YEAR

The PJ Award

This was always going to be a tough category to judge because of the diverse areas of interest served by an extensive range of award contenders. Production processes and values were scrutinised and discussed by judges, along with budgetary considerations and how well each title served its market. Definition was exceptional in some of the front page photographs and there was across-the-board praise for how well each publication meets the needs of its audience. Watersports, religion, arts, farming, leisure, fishing, fashion and life in the RAF were all part of the mix for judges who commented that one publication in particular offered everything you ever needed to know about canaries.

WINNER

Fishing News

'Superbly produced, well laid out and well presented with vibrant, consistent colour, solid blacks and with a broad appeal to its marketplace' made Fishing News a popular choice – and ensured that the Mortons Print stable had three reasons to celebrate, having also secured two of the commended entries.

HIGHLY COMMENDED

First News Great concept and business model. Knows its audience and is well put together. Well pitched to young readers.

COMMENDED

Cage & Aviary Birds The front pages make me want to buy this. Great use of colour, excellent pictures and deep blacks.

MCN (Motor Cycle News) Captured the marketplace in its field. Compelling, well laid out and packed with detail.

Motor Sport News (MSN) Good consistent print with excellent register and colour balance.

Photography News Excellent quality and meets the brief perfectly.

TLS A great standalone product that harmonises well with its target audience.



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NEWS WEBSITE OF THE YEAR

The Adyoulike Award

Another tremendous year for this category both in terms of number and quality of entry. Judges remarked on the sheer diversity of entry from hyperlocal sites serving ultra niche markets to global brands breaking new ground in digital news production.

Also noted was the growing impact and success of digital only brands such as Huffington Post and VICE News.

This was a year of innovation and firsts for many of the sites on display, although it's clear that a handful of sites are beginning to establish themselves as clear leaders and innovators in this challenging category.

WINNER

The Guardian

Last year's winner remains a world-class news site that plays nicely with the wider web ecosystem and is constantly moving forwards. The Guardian's technical chops are bar none and its design impresses without getting in the way of the user experience. A highly respected global news brand that continues to innovate.

HIGHLY COMMENDED

VICE News

VICE News continues to push the boundaries and has developed a really distinctive voice that appeals to millennials. A site that is pioneering new forms of digital journalism and one that is also challenging legacy media to evolve.

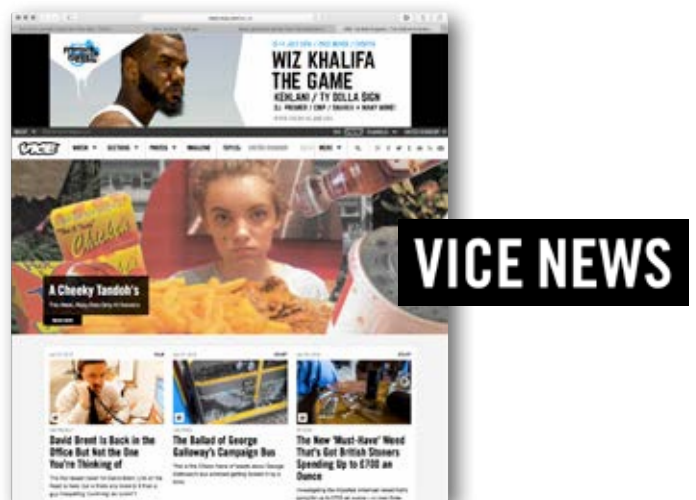
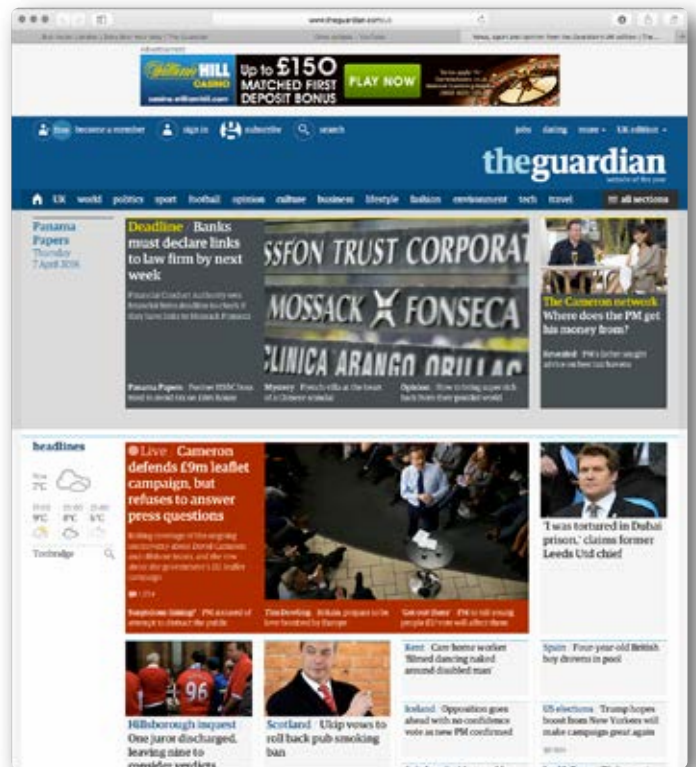
COMMENDED

The Independent A visually appealing, powerful homepage and smart navigation of this now digital only publication, this site is fast and fully responsive to different screen sizes and has put mobile at the forefront.

Manchester Evening News Really impressive numbers from a regional title, MEN is clearly catering well to its local audience.

The Huffington Post HuffPost has consistently demonstrated its ability to tackle high profile new stories with an independent voice.

The Telegraph Conveys great authority in its design and is moving forward by introducing new publishing formats.



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NEWS APP OF THE YEAR

The PCS Award

Despite the latest surge of industry behemoths such as Apple and Google entering the news apps market, traditional apps generated from established and successful news titles continue to dominate this category.

Judges were looking for fast and fluid products that really considered the design and requirements of an app to ensure that it is not just a replication of a newspaper but clearly designed with mobile users in mind.

This category again produced a very clear winner from a news brand that continues to raise the bar in terms of its digital offering.

WINNER

The Guardian

With its slick user interface, The Guardian app keeps pushing the boundaries of concept and design. One judge said that it stood 'head and shoulders above the others' and it impressed with its 66 per cent year-on-year growth. A great mobile alternative to the printed newspaper.

HIGHLY COMMENDED

The WeekDay One judge commented 'the best compliment I can pay to The WeekDay is that I am now a convert, it's now a firm favourite on my phone. It has a super design, is extremely fast and is superbly edited.'

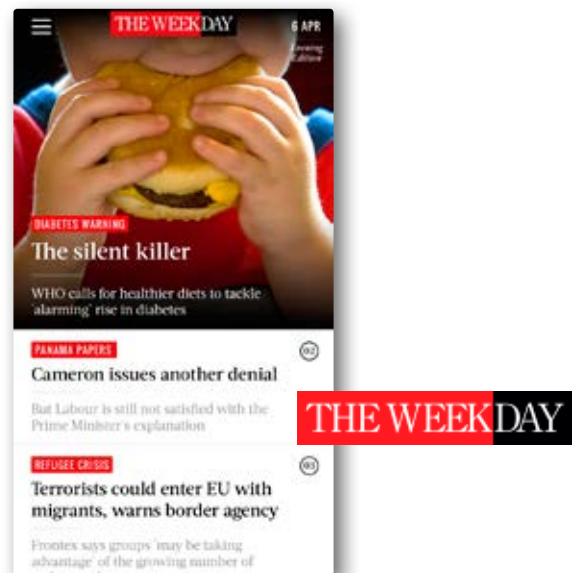
COMMENDED

Racing Post This app has an innovative business model catering to its targeted audience. Punches well above its weight.

The Mirror The Mirror's strong new design is easy to use and is clearly being appreciated by its audience.

The Telegraph Quick and highly engaging. Newsy feel and structure neatly reflects the print version.

WSJ City Seriously beautiful design with fantastic typography and use of images. A must for finance and City types!



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DIGITAL INNOVATION OF THE YEAR

The Kodak Award

This category has been attracting more and more diverse entries every year and 2016 is no exception. Ranging from innovative hyperlocal franchise initiatives to exciting digital solutions from global brands, this category fully challenged the judges. Marking was incredibly tight with only one point separating the top two entries.

It's clear that the industry is making huge investments in digital innovation – initiatives that are being developed to make sound commercial sense.

WINNER

The Telegraph – new formats

The Telegraph's development path is impressive in scope and measurement. This innovation helps to explain the news graphically via quick, lightweight interactives to new users and is a step forward towards better news media journalism, with every journalist empowered to create digital stories and to also control design of pages/stories.

HIGHLY COMMENDED

The Guardian - visuals 'Some beautiful and innovative work,' said one judge of this entry. It demonstrated high quality news telling using all channels, formats and tools effectively and wowing the readers with outstanding interactive imagery.

COMMENDED

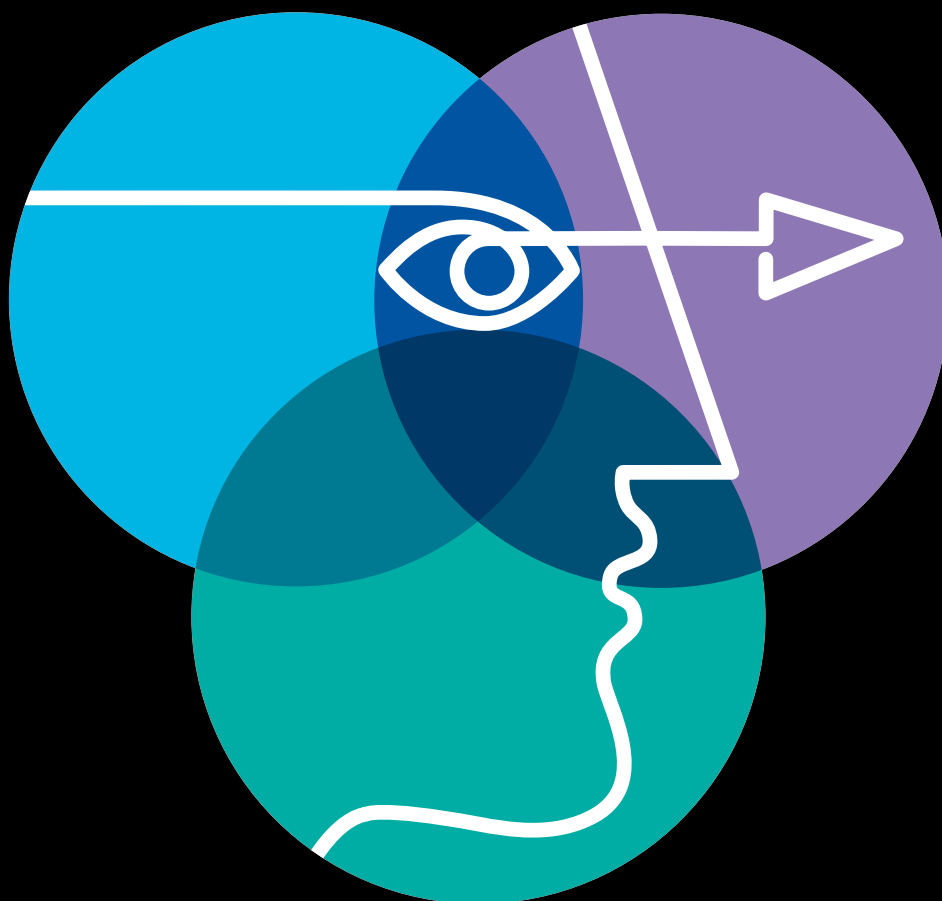
FT – innovative projects Three top quality digital products from the FT. One judge was particularly impressed by the When Interest Rates Rise programme and its 'very useful, direct approach which speaks to industry insiders as well as regular Joes'.

The Sunday Times – Access One A fantastic entry with one judge declaring that the 'industry needs more initiatives like this'.

Trinity Mirror – Notiz A great attempt to take existing technology into an entirely new market.

Trinity Mirror – Pinpoint An innovative platform that genuinely offers a new way of monetising a mobile audience.





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BEST USE OF USER GENERATED CONTENT

The newsawards Trophy

Far from being the death of journalism, User Generated Content has allowed news organisations to develop and use innovative tools to verify information and to create stories with a huge range of diverse voices contributing to a story. Used appropriately, UGC can greatly enhance the reader's experience by making journalism a two-way conversation.

One of this year's entries embarrassed the FBI by having better data than its own officials – demonstrating just how powerful a tool UGC can be if used effectively.

Despite the high calibre of entries, judges would still like to have seen more entries in this increasingly important category.

WINNER

The Guardian – The Counted

This campaign was a superb example of ground-breaking investigative journalism that managed to utilise communities to crowdsource information. One judge described this entry as an 'extraordinary feat; a vitally important piece of hard evidence.' And the FBI was pretty impressed too!

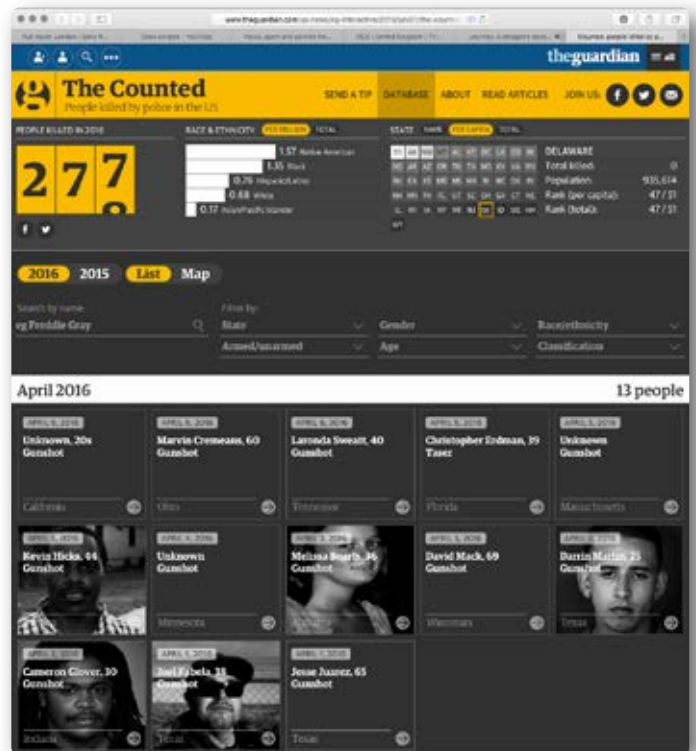
HIGHLY COMMENDED

Eastern Daily Press – GoGo Dragons! selfies app An entry that demonstrated a highly innovative use of a local event to encourage the audience to create content for the paper's print and digital products. A nicely executed charity campaign built around user selfies.

COMMENDED

Chronicle Live A great idea for a news brand that clearly identifies with its local community. A really interesting and successful innovation.

Warrington Guardian This demonstrated smart use of social media technology to cover real time news. A fine example of connecting with the local community.



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MOST INNOVATIVE USE OF MOBILE TECHNOLOGY

The Drag+drop Award

Figures for global mobile phone subscriptions vary but a conservative estimate in 2016 is 2.6 billion, with 6.1 billion subscriptions confidently predicted by 2020. With figures like this, the importance for news organisations to harness the power of mobile technology is paramount for future success.

This category is still in its infancy, but the judges predict it will soon become one of the most important prizes to win in future years.

This year saw some high quality entries showing great innovation but the judges would like to have seen a larger volume of entries.

WINNER

The Guardian – Minute app

The Minute is a highly informative and engaging mobile-first platform with really impressive editorial treatments. It demonstrates The Guardian's consistent willingness to experiment and stretch a medium's capability. The Minute is engaging and feels truly designed for mobile. This is a mobile first strategy that 'really delivers on the promise'.

HIGHLY COMMENDED

The WeekDay A tremendously innovative brand extension to The Week. A new product tailored specifically for mobile and delivered superbly, and, most importantly, profitable from day one. It has a super design and is exceptionally fast.

COMMENDED

independent.co.uk A 68 per cent increase in mobile page views is testimony to The Indie's investment in mobile design. Highly engaging with fantastic newsy content.

The Mirror Offering rich, dynamic content, The Mirror's new app is slick and clearly delivers a greater engagement for its audience. 'Great fun' said one judge.



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BRAND PARTNERSHIP OF THE YEAR

The Internet Advertising Bureau Award

First introduced in 2015, this category attracted some fantastic entries this year. Judges were looking for entries that demonstrated how a publisher has worked creatively and strategically with a brand to communicate its message and engage with the newspaper's digital and print audience. The days of bland 'advertorials' would seem to be long gone based on the quality of entries on show this year.

Judges required entries where creativity, new formats, new distribution and data insight combined to create a powerful message. This year, they were spoilt for choice.

WINNER

The Telegraph/PHD/Kenco – Coffee vs Gangs

A simple but bold idea which neatly taps into the growing consumer interest of the ethics of brands. 'This is about as far from advertorials as branded content can be', said one judge. Through great research, The Telegraph identified an incredibly powerful narrative that showed how coffee was changing lives and was opening up opportunities. Great data driven insight to produce really engaging content.

HIGHLY COMMENDED

The Telegraph/MediaCom/Nikon – The Moment

This was a fine example of a content-led partnership that was hugely engaging and informative at the same time. It demonstrated a stunning creative execution that was delivered elegantly and inventively, powerfully showcasing the product.

COMMENDED

ESI Media/MediaCom/Sky – Game of Thrones A very clever campaign addressing a real barrier to entry by playing directly to the water cooler appeal of Game of Thrones.

Mail Brands/Seat – Road Trip An innovative solution with great use of video delivering engaging content. Good fun and a great idea at its core resulting in a campaign that you really relate to.

The Times & The Sunday Times/Vodafone – Ready Business Britain Tremendous content and executed superbly. A fine demonstration of a long-standing partnership.

The Guardian/MediaCom/Sony – #SonyRunYourWay A powerful example of audience engagement with subtle product placement. Very clever combination of print and digital content.

The Telegraph/MediaCom/DFS – British Quality Defined This entry delivered outstanding results through its impressive execution that gave a real impact.





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The Newssolutions Award

COMMERCIAL ADVERTISING INITIATIVE OF THE YEAR

The Newssolutions Award

Advertising, in its many different guises, remains the very lifeblood of news media organisations. In this category, introduced in 2015, judges were looking for print, digital or combined projects that clearly demonstrated creative media thinking at their core.

There were some fantastic entries this year, combining the power of both print and digital to tremendous effect.

Last year judges commented that creativity was lacking with many of the entries. Nothing could have been further from the truth in 2016, with some cracking entries that really pushed the creative boundaries.

WINNER

The Times – In the Heart of the Sea cover wrap

A beautifully executed entry with great use of multi-platform solutions. It used The Times' unique assets from historical vaults to bring the story (and the film) to life with exceptional use of modern day technologies. By leveraging The Times' heritage and history, the campaign was given real authenticity. Extremely impactful and emotive, delivering impressive results.

HIGHLY COMMENDED

The Sun – Oreo Eclipse campaign Just a few points off top spot, this clever solution raised awareness of an iconic US brand. The campaign was brilliantly linked to the solar eclipse which drove the entire creative – according to one judge the use of the billboard 'was an absolute triumph.' And most importantly the sales uplift was particularly impressive.

COMMENDED

Newsquest Media – Dealer Offers A clever take on online car sales which opened up brand new revenue streams. Great delivery that really exploited the local nature of car buying.

The Journal – Let's Work Together A good example of a publisher championing a community cause while delivering first-class results.

Trinity Mirror/MediaCom/Sky – You, Me & the Apocalypse This campaign demonstrated a memorable way to create a buzz and feeling of a big event about to happen. A really creative and inventive entry.

Trinity Mirror – Pinpoint hyper-local mobile platform Pinpoint makes the most of Trinity Mirror's local footprint. A smart advertising solution that featured fantastic use of location-based mobile technology.



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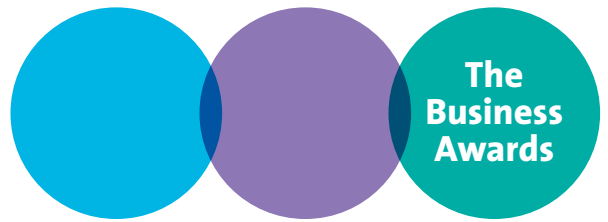
Ad.space is a slick, easy to use and very cost effective creative solution. This app has opened up the potential for News UK to offer its clients a highly valuable service whilst vastly reducing the high costs usually associated with the creation of animated digital content.

Alan Butcher - Ad Operations Director News UK

”

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BEST USE OF ADVERTISING TECHNOLOGY

The Qmulu Award

Judges see this as a key category for the industry going forward: 'ad tech is absolutely fundamental to the infrastructure and success of news media organisations'. They were looking for technologies that are automating and improving the efficiency of the advertising process and wanted to see entries that clearly demonstrated smart and commercial use of ad tech.

Although the entries attracting the most number of votes were clear and concise, a number simply relied on either marketing led sound bites or were overly complicated. The top entries were those that provided clearly stated facts and figures to back up their claims.

WINNER

AppNexus – Header bidding solutions

'A hugely valuable tool improving user experience and value for publishers.' It's a really smart solution that also pays attention to the problems that have hit the industry. While publishers struggle to manage and access the best solutions and revenues for their inventory, AppNexus is helping to simplify this challenge while increasing yields. 'This is a really important technology'.

HIGHLY COMMENDED

The Guardian – dynamic ad insertion Coming a close second, this laudable initiative to clean out the adtech stables addresses head-on the performance problems that have stoked the rise of adblockers. This is a proactive response to a looming challenge for the industry and is truly pioneering.

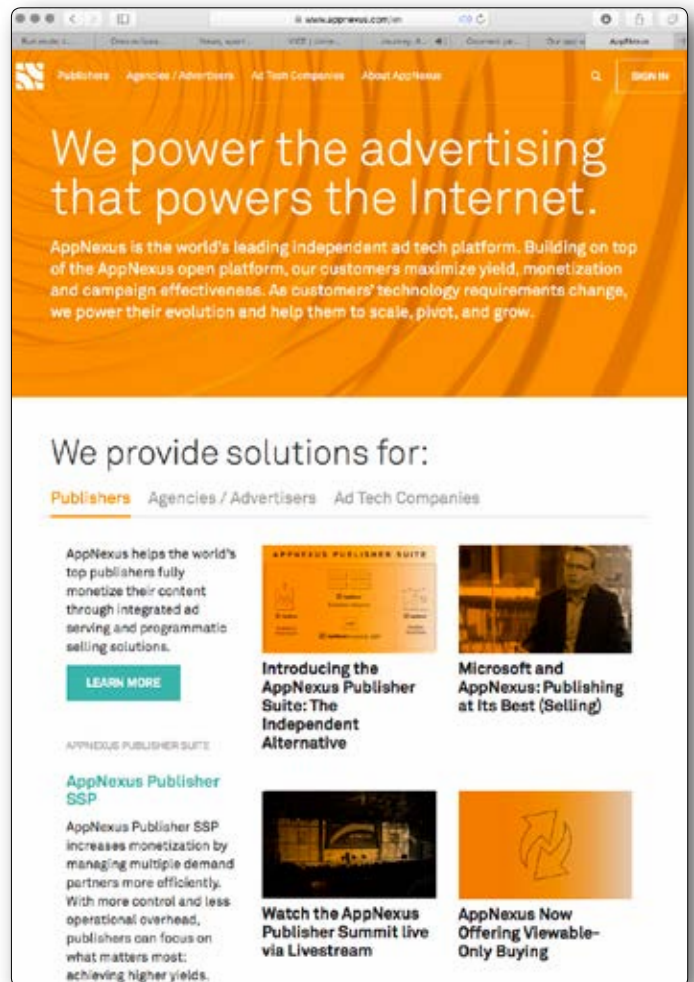
COMMENDED

Adyoulike Great use of tech to provide a mature ad platform with capabilities across mobile, video, desktop and apps.

Lineup Systems – AdPoint advertising booking platform Fantastic use of tech to streamline news operations from sales through to finance. 'Superb results, this is one to watch.'

Rubicon Project 'One of the top Ad Tech suppliers to the industry' according to one judge. 'Rubicon offers strong initiatives allowing news publishers to compete with the major tech players'.

Telegraph Media Group – new systems initiative This entry offered great improvement in internal efficiencies. Good use of tech to help streamline bookings to page operations.





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