

# ASSOCIATION OF CIRCULATION EXECUTIVES RELEASE

## **ace newspaper & magazine awards**

**12<sup>th</sup> May 2022 – London Marriott Grosvenor Square Hotel**

An energised and celebratory atmosphere was prevalent at The London Marriott Grosvenor Square on Thursday 12<sup>th</sup> May 2022 as ACE, in its 71st year, hosted The Newspaper & Magazine Awards, their first live awards event since 2019 and the highest accolade of the Newspaper & Magazine publishing industry.

A host of award categories recognised the broadest functions across our vibrant and exciting industry applauding those innovative ideas and individuals that lead our success.

A truly enthusiastic audience of 240 guests representing the breadth of newspaper and magazine publishing, distribution and retailing embraced the evening with a passionately charged atmosphere of excitement and mutual celebration as we recognised those brands, titles, teams and companies who had demonstrated the drive and persistence necessary to win.

Once again this highly regarded awards ceremony was only possible through the generous sponsorship from; Smith News — Guardian Media – DSB.Net - Mail Newspapers – Hearst – Marketforce – Menzies Distribution – The FED – CDS Global - Frontline Group – Telegraph Media - Newstraid

Entries for each of the awards are always enthusiastically contested consequently judging this year across all 17 categories proved challenging owing to the high quality of submissions.

“Finally, I would like to recognise the contribution our panel of industry judges have made to tonight’s event. It was great to see so many entries, especially from categories such as Young Achiever of the year and the Campaign of the year. I would like to thank all the Judges who painstakingly went through every submission. The quality of the award entries was exceptional and whether you have won an award or not, you certainly are all winners and thank you for entering.” said ACE Chief Operating Officer James Beardow.

*the winners ...*

## **CAMPAIGN OF THE YEAR**

Match Attax Season 2021/22 Collection - Topps Europe Limited

Release dated 12<sup>th</sup> May 2022

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*Judges comments: for their clear quantifiable success and innovative use of social media to drive print sales and brand awareness*

## **COVID HERO OF THE YEAR**

Menzies Distribution

*Judges comments: for a fantastic award entry with strong evidence to back up. Clearly much effort has gone into supporting their customers and workforce*

## **INDUSTRY PARTNER OF THE YEAR**

Marketforce

*Judges comments: for impressive evidence of going the extra mile for clients, winning new business, retaining current clients and driving sales through creative ways. Really strong client testimonials and demonstration of a true partnership mentality*

Highly Commended: InterGo Holdings Group

## **INTERNATIONAL PUBLICATION of the YEAR**

It's Time For - LCD Publishing

*Judges comments: for finding a gap in the market which it could use to grow its sales and revenue. Through analysis and data it was able to strategically enter this gap on a global basis which resulted in an incredible uplift in sales*

## **MAGAZINE of the YEAR - Children's**

PONY Magazine - DJ Murphy

*Judges comments: for an innovative and creative entry which saw the PONY team taking time to understand the behaviour of their readers and working with influencers to appeal to their readers regardless of their personal circumstances.*

## **MAGAZINE of the YEAR - Lifestyle**

Country Living - Hearst UK

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*Judges comments: for their highest ABC for 10 years, great performance numbers from a very established heritage brand together with very strong brand extensions*

## **MAGAZINE of the YEAR - Specialist Interest**

Motorcycle News - Bauer Media

*Judges comments: for a very comprehensive entry, showing a determined foot forwards after the difficulties of 2020. Judges were pleased to see the strong levels of innovation, including the social presence and the mental health initiative*

## **NATIONAL NEWSPAPER OF THE YEAR**

The Times and The Sunday Times - News UK

*Judges comments: for a structured approach to driving both subscriptions and newsstand sales. It took an innovative approach to win back the 'commuter traffic' and repeat purchase on the newsstand and implemented a multichannel campaign to build it's brand and reach it's target audience*

## **NEWSTRAID PHILANTHROPIST OF THE YEAR**

Gold Key Media

*Judges comments: for their impressive support to beleaguered NHS frontline staff with £9m of papers/mags when and where they most needed it.*

## **REGIONAL PUBLICATION OF THE YEAR**

Western Mail - Reach PLC

*Judges comments: for smashing budget revenue targets, increased home delivery copies and capitalizing on local events and competitor activity.*

Highly Commended: Leicester Mercury

## **SUBSCRIPTION MEMBERSHIP ACQUISITION CAMPAIGN OF THE YEAR**

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The Times - News UK

*Judges comments: for brilliant use of data and customer targeting coupled with strong creative to cut through the market in a difficult period. An extremely well thought through campaign from scoping to delivery to performance measurement*

Highly Commended: BBC Gardeners' World Magazine

## **SUBSCRIPTION MEMBERSHIP RETENTION CAMPAIGN OF THE YEAR**

Immediate Media London Portfolio - Immediate Media

*Judges comments: for significant support of the category, and commitment to going that bit extra*

## **SUBSCRIPTION PUBLICATION of the YEAR**

BBC Gardeners' World Magazine - Immediate Media

*Judges comments: for an impressive multi-pronged approach to win over subscribers, with all titles in the portfolio benefiting, Two-year subs a great idea, and yields valuable business efficiencies.*

## **SUBSCRIPTIONS TEAM OF THE YEAR**

Hearst UK Subscription Team - Hearst UK

*Judges comments: for their amazing strategic achievements across a wide range of metrics. Campaign well thought through and messaging on-point. Particularly impressed with breaking the 1m subscriber mark and the ground-breaking membership launch*

## **SUSTAINABILITY STRATEGY OF THE YEAR**

Hearst UK

*Judges comments: for an excellent, comprehensive 'Planet Hearst' strategy, embracing a real consumer facing strategy and Head Office action. Good to see clear work on Scope 1,2 +3, along with continued ISO14001 accreditation*

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## **TEAM OF THE YEAR**

Editorial Team - Redan Publishing Ltd

*Judges comments: for clear teamwork and ability for members to pivot to support each other and depts as needed, an investment in people paying off with great results*

Highly Commended: International & Bookazine Team - Marketforce

## **YOUNG ACHIEVER OF THE YEAR**

Milena Kowalska - Smiths News

*Judges comments: a really impressive career growth journey demonstrating drive, ambition and a willingness to keep learning*

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This year's show was produced in association with our superb event and production partner. If you would like to discover more about our event production partner, Holland Alexander please visit [www.hollandalexander.com](http://www.hollandalexander.com) "