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Article:

On Thursday, 17 November 2011, the who's who of the South African magazine industry descended on the Sandton Convention Centre to celebrate the exceptional talent of local writers, designers and publishers across the consumer, customer and business-to-business sectors. Says PICA 2011 Chairperson Danielle Weakley: "We are thrilled that both well-known names and bylines were awarded kudos, along with new up and coming young talents. Congratulations to all the winners – competition was stiff this year as well had a 25% increase on submissions and winners had to work really hard to be ahead of the pack."

Top honours went to...

Best Consumer Magazine

Rossi Trophy

Elle

Avusa Media

Best B2B Magazine

Watling Trophy

Risk SA

Cosa Communications

Best Customer Magazine

Taste

New Media Publishing

Consumer Editor of the Year

Jane Raphaely Trophy

Jackie Burger

Elle

Avusa Media

B2B Editor of the Year

Peta Krost-Maunder

Wits Business Review

Contact Media & Communications

Customer Editor of the Year

Sumien Brink

Woolworths Taste

New Media Publishing

Consumer Overall Magazine Design of the Year

Fairlady

Media 24 Women's Interest

B2B Overall Magazine Design of the Year

Leadership

Cape Media Corporation

Customer Overall Magazine Design of the Year

Woolworths Taste

New Media Publishing

Consumer Cover of the Year

Visi

New Media Publishing

B2B Cover of the Year

Dairy Mail

Agri Connect

Customer Cover of the Year

Woolworths Taste

New Media Publishing

Annual Supplement of the Year

AdVantage Transit Media Guide

Media24 Business & Customer

Annual Supplement of the Year Special Award

Sarie Kos, Woon, Kreatief and Gesond

Media24 Women's Interest

Columnist of the Year

Sipho Hlongwane

Dogs of War

The Big Issue

Feature Writer of the Year

Angus Powers

The Survivor

Sports Illustrated

Health & Wellness Writer of the Year

Mark Van Dijk

Inconceivable

Men's Health

Non-Professional Writer of the Year

Mike Marsden

Resolving Cape Town's Public Transport Crisis

IMESA

Profile Writer of the Year

Erns Grunding

Smooth Operator

Weg!/Go!

Public Interest Writer of the Year

Salome Delport

Ritalin se Nuwe (Onwettige) Gebruike

Rooi Rose

Trade & Technical Writer of the Year

Irma Venter

Fast Forward

Engineering News

Travel Writer of the Year

Toast Coetzee

Namibia: There's Life in the Empty corner

Weg!/Go!

Visual Production of the Year

Vicki De Beer

Dis Kersfees

Rooi Rose

Photojournalism of the Year

Ruvan Boshoff and Le Roux Schoeman

Hoeked on Snoek

Weg!/Go!

Layout of the Year

Anton Sassenberg

Colour

Elle

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Notes to Editors

About PICA

The PICA Awards, held annually, are open to all Association of Magazine Media (Formerly MPASA) member publications. The Awards acknowledge standards of excellence in magazine publishing and journalism. Through the PICA Awards, AMM believes that member publishers will aspire to sustain and advance the quality of their titles for the benefit of their readers.

About AMM

In 1999 the MPA (Magazine Publishers Association) and the (SPA) Specialist Press Association merged to form the MPASA, now known as AMM, Association for Magazine Media. The former SPA served the needs of the technical and trade publishers. The mandate of the new organisation was to address the needs of all magazine sectors in SA. AMM is the association of publishers of customer, business-to-business and consumer magazines in South Africa. AMM works closely with strategic partners to attain its vision of elevating the industry by providing relevant research data and information, conferencing opportunities and awards, thus being a repository of industry knowledge for members, a networking vehicle and a means of marketing and promoting members' achievements to advertisers, readers and the community at large. Our current strategic partners are: the ABC, PMSA, MCC, AIP, ASA and the Press Council of South Africa.