

# NEWSPAPER ADVERTISING BUREAU MEDIA RELEASE 14 September 2009

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## New Zealand scoops 7 wins at PANPA Newspaper Awards

New Zealand's newspapers have walked away with 8 wins and 11 highly commended mentions at the 2009 Pacific Area Newspaper Publisher's Association Awards held in Sydney last week (Thursday 10<sup>th</sup> September).

A record 369 entries for this year's awards saw competition from newspapers in Australia, New Zealand, Fiji, Singapore, Hong Kong, Malaysia and Taiwan.

"The results show New Zealand newspapers are cutting it with the best across editorial, advertising, marketing and production," Newspaper Publishers' Association chief executive Tim Pankhurst said.

"Highly committed and talented people on mastheads and their online sites across the country have received the recognition they deserve."

Of the 16 category awards, New Zealand newspapers took home a total of 7 wins for their individual circulation sizes including Timaru Herald (Display and Classified Advertising), The Nelson Mail (Branding), The New Zealand Herald (Classified Advertising & Young Readers), Otago Daily Times (Young Readers) and Bay of Plenty Times (Events). The Dominion Post's John Selkirk won Lifestyle Photograph of the Year.

There were also 11 highly commended mentions given to New Zealand newspapers including Bay of Plenty Times (Daily Newspaper of Year), The Herald on Sunday (Sunday Newspaper of Year), dompost.co.nz (News Site of Year), stuff.co.nz (News Site of Year), Nelson Mail (Circulation and Display Advertising), Southland Times (Cause-Related Marketing), The Dominion Post (Display Advertising), The Sunday Star-Times (Events), Hawke's Bay Today (Warren Buckland News Photograph of Year) and Otago Daily Times (Innovation in the pre-production process or technology).

"This excellence explains why readerships and circulations are holding up, and in some cases increasing, despite the economic downturn," said Tim Pankhurst.

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