



Media Release

EMBARGOED UNTIL 8PM, Wednesday 30th October 2013

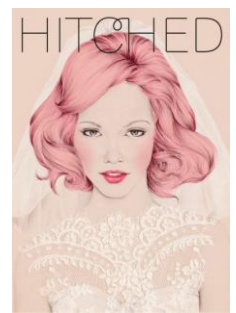
WHO MAGAZINE WINS THE MAGGIES 2013: MAGAZINE COVER OF THE YEAR!

WHO Magazine (October 15, 2013 issue) has beaten off fierce competition to be hailed as winner of The Maggies: Magazine Cover of the Year 2013. The stunning cover featuring Australia's own, Nicole Kidman, as the 'Woman in Red', beat over 200 titles across all eleven categories to be crowned overall Magazine Cover of the Year, as well as winning the Weeklies category.



Category winners are:

- Overall Winner & Weeklies Winner – *WHO Magazine* (October 15, 2012)
- Business & Trade Winner - *The Walkley Magazine* (October / November 2012)
- Fashion, Health & Beauty Winner – *marie claire* (July 2012)
- Food & Wine Winner – *donna hay* (February / March 2013)
- House & Garden Winner – *Burke's Backyard Magazine* (March 2013)
- Lifestyle Winner – *Hitched* (April 2013)
- Motoring – *Tarmac* (October / December 2012)
- Science, Tech & Nature Winner – *Wildlife Australia* (Autumn 2013)
- Specialist Winner - *CHOICE Magazine* (February 2013)
- Sports Winner – *Surfing Life* (April 2013)
- Youth & Pop Culture Winner – *EMPIRE* (October 2012)



Initiated and sponsored by online subscription company, [iSUBSCRiBE](http://www.isubscribe.com.au), the covers entered in The Maggies were shortlisted by a panel of industry heavyweights, including Robin Parkes, Executive Director of Magazine Publishers Australia. This shortlist was then put to a public vote via <http://www.themaggies.com.au>, where over 60,000 votes were cast during a five week period.

Robin Parkes, said of the winning cover, "This is an extremely impactful cover, and clearly the consumers agree. The combination of Nicole Kidman's striking appeal with the dramatic use of colour is a real standout. Congratulations to WHO!"

Publishers were encouraged to donate to Alzheimer's Australia, plus everyone who voted received a \$5 iSUBSCRiBE gift voucher, with \$1 from each magazine subscription purchased using the voucher going to charity. Over \$7,000 has been raised so far, with this figure set to rise.

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About iSUBSCRiBE

iSUBSCRiBE is the leading and most comprehensive online magazine and newspaper subscription superstore, currently operating in 3 countries - Australia, New Zealand and the United Kingdom. Representing over 1,000 publishing clients worldwide and listing subscriptions for nearly 5,000 different titles - iSUBSCRiBE has the largest range of any company in our field. A privately owned and proudly Australian company, its development of The Maggies shows the company's commitment to improving the popularity of Australia's great magazine publishing industry.

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