



17 April, 2019



## **MEDIA RELEASE**

### **NEWSMEDIAWORKS LAUNCHES THE 2019 NEWS MEDIA AWARDS**

#### **- Recognising excellence in news publishing across platforms –**

NewsMediaWorks today launched the 2019 News Media Awards that build on the long heritage of the PANPA Newspaper of the Year Awards and the Advertising and Marketing Awards that have been a highlight of the news publishing calendar since 1969.

The awards showcase and celebrate the best professionally generated content, industry innovations and the people that are driving our industry forward across news media publishing.

The awards recognise excellence in news publishing in Australia, New Zealand and the Asia Pacific region.

NewsMediaWorks CEO, Peter Miller, said: “Last year saw success across multiple publishers and countries and we look forward to the continued friendly competition that our awards engender.

“The News Media Awards recognise excellence in the people, the products, the purpose and performance of news media brands today. Excellence that is a key driver of trust in our brands.”

The 2019 News Media Awards gala dinner will be held on September 24<sup>th</sup> at The Ivy Sydney, at the conclusion of the annual INFORM News Media Summit.

Entries open on May 6<sup>th</sup> and close on June 21<sup>st</sup> and entry criteria are available at <https://newsmediaworks.com.au/awards19/>.

The News Media Awards welcome back sponsors Media Super, Norske Skog, AAP and DIC, and announce new sponsors Ipsos, Amazon Web Services (AWS) and Nielsen.

The 2019 categories are:

### **News Brand Categories**

- News Brand of the Year (Daily, Weekend, Regional, Community and Overall winner)
- News Story of the Year
- Newspaper Inserted Magazine

### **Advertising Categories**

- Best Execution of Print Advertising for a Client
- Best Execution of Digital Advertising for a Client
- Best Execution of Native Advertising for a Client
- Best Execution of Integrated Advertising for a Client
- Best Innovation for an Advertising Client

### **Marketing Categories**

- Best Trade Marketing Campaign
- Best Consumer Brand Campaign
- Best Subscriber Acquisition Campaign
- Best Community or Social-Purpose Initiative

### **Product Innovation Categories**

- Best Use of Print
- Best Use of Digital
- Best Use of Mobile
- Innovation of the Year

### **Photography Categories**

- Portrait, Feature or Lifestyle photography
- Sport Photography
- News Photography
- Photographic Essay

### **Technical Categories**

- Best Run of Press
- Print Centre of the Year

### **Executive Excellence Categories**

- Hegarty Scholarship for Best Young Executive (under 35)
- News Media Executive of the Year

For further information visit [www.newsmediaawards.com.au](http://www.newsmediaawards.com.au).

ends.

**About NewsMediaWorks:** NewsMediaWorks is the peak organisation representing Australia's leading news media publishers. Established in 2006, it focuses on promoting the unique power and value of print and digital news brands as trusted and effective advertising partners that engage more than 90% of Australians every month. NewsMediaWorks also supports the regulatory interests of the sector including advertising codes and environmental sustainability. Its stakeholders are Fairfax Media, News Corp Australia and Seven West Media's West Australian Newspapers.

**For more information, please contact:**

Rochelle Burbury, Third Avenue Consulting  
0408 774 577 | [rochelle@thirdavenue.com.au](mailto:rochelle@thirdavenue.com.au)