

SmartWork Media Wins Eight Honors in TABPI Awards

Eileen McClelland takes two individual golds; eyecare magazine INVISION wins four awards



Info New York, USA | Published on: July 25, 2016

Summary **SmartWork Media cleaned up in the recent TABPI awards, winning a total of eight awards for three publications, making the company one of the biggest winners of any media group participating in the competition.**

Details NEW YORK (July 21, 2016) — SmartWork Media cleaned up in the recent TABPI awards, winning a total of eight awards for three publications, making the company one of the biggest winners of any media group participating in the competition.

Awards highlights included INSTORE managing editor Eileen McClelland's two Gold awards for best feature ("8 Holiday Customer Types") and best how-to story ("Dump Your Dogs"). In addition, SmartWork Media's magazine for the eyecare business, INVISION, won a total of four awards on its own, making it one of the most honored publications in the TABPI (Trade Association Business Press International) competition.

In the competition's most prestigious category, best single issue of a publication, all three SmartWork publications were winners, with INDESIGN taking the silver award for its May 2015 edition, INVISION earning ninth place for its March 2015 edition, and INSTORE's October 2015 edition earning the 11th spot.

In addition to the best single issue honor, INVISION's awards also included a silver medal for best how-to feature ("The Art of Adding On"), a ninth-place finish for best feature story for "The Year of Reading Seriously", written by the staff of INVISION, plus an honorable mention for best feature design for Group Design Editor Victor Cantal for the story "Love Work".

The latest awards haul brings SmartWork Media's total number of honors in international publishing competitions up to 91.

Earlier in the year, INSTORE was also named to TABPI's "Big 95" list, highlighting the 95 most acclaimed business-to-business publications since TABPI launched its awards competition in 2004. INSTORE placed sixth on that list and INDESIGN was 29th.

"Overall these honors provide a terrific sense of validation for our editorial approach," said Group Editorial Director David Squires. "We've always believed that if we supply business markets with well-written, superbly designed, and carefully packaged magazines and online media, then we'll win

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the attention of readers in every market where we compete.”

Added SmartWork Media CEO and Publisher Matthijs Braakman, “These awards continue to provide evidence that we make a positive contribution to all lives we impact.”

See TABPI’s press release on the competition on the organization’s website.

For more information about SmartWork Media, visit smartworkmedia.com.

About SmartWork Media

SmartWork Media produces market-leading media products for retailers in the jewelry and eyecare industries. Over the last decade, SmartWork Media’s business publications have earned more than 65 national and international awards, including a Jesse H. Neal Award. Products include INSTORE magazine (serving more than 22,000 North American jewelers) and INVISION magazine for eye care professionals. SmartWork Media is based in New York, NY.