

INSTORE and INDESIGN Magazines Win Big

Recognized for quality content and design in B2B publishing awards



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Summary **SmartWork Media won four awards in the 2015 Tabbie Awards, an annual event that recognizes the best in B2B publishing. Competing against more than 400 entries, SmartWork Media's publications claimed three golds, one silver and a top-25 finish.**

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"These latest wins are particularly exciting since, in addition to our team awards, one of our longest-term team members as well as one of our newest were honored individually," said David Squires, group editorial director of SmartWork Media. "To me, that's a gratifying recognition of our present accomplishments that also points to even more great work in the future."

To date, SmartWork Media's publications have won 78 awards, with INSTORE magazine responsible for 52 of those.

"Our mission is give our readers content that's incredibly valuable and a joy to consume," said Dan Kisch, SmartWork Media's publisher. "These awards are a big win for our team, our advertisers, and, most importantly, our readers."

This year, INSTORE and INDESIGN each claimed two awards, including:

Feature Article - Gold: INSTORE, December 2014, "Super Jewelers" by Trace Shelton.

Judging comment: "'Super Jewelers' is beautifully designed, creative, and targeted to the audience. The magazine was able to take a mundane topic and turn it into a colorful feature splash that is certain to pull in its readers."

Department - Gold: INDESIGN, "Customer Types" by Cindy Edelstein.

Judging comment: "'An easy department to read with nice graphics/illustrations and photos, as well as a number of entry points to grab the reader's attention. Useful and light reading as well."

How-To Article - Gold: INDESIGN, March/April 2014, "Get Lined Up" by Trace Shelton.

Judging comment: "'Good bold visible numbers/questions, lots of images to balance the text and good reporting. Useful and relevant."

SmartWork Media

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Opening Page or Spread - Silver: INSTORE, November 2014, "Holiday Q&A" by Mar Jefferson Go.

Judging comment: "Whenever a designer attempts to mesh a historic reference or style with a crisp, modern layout -- they're taking a gamble. It's a gamble which can come off as hackneyed or trite; however, when it's done successfully, the result is a captivating work which the viewer takes time to absorb and demonstrates the role and value of the creative side of the b2b world. That's what has been accomplished in this instance -- excellent work."

Best Single Issue - Top 25: INSTORE, September 2014

Presented by Trade, Association and Business Publications International (TABPI), the 12th iteration of the editorial and design competition was open to English-language B2B publications worldwide, published at least quarterly. Complete results, along with selected comments from the judges and samples of the winning entries, are available at www.tabpi.org.

Relevant links [🌐 INSTORE, December 2014](#)

[🌐 INDESIGN, Customer Types](#)

[🌐 INDESIGN, March/April 2014](#)

[🌐 INSTORE, November 2014](#)

[🌐 INSTORE, September 2014](#)

Images





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), INDESIGN magazine for designer jewelry, INVISION magazine for eye care professionals and The SMART Jewelry Show Chicago. SmartWork Media is based in New York, NY.