

# INSTORE and INDESIGN Magazines Win Big

Recognized for quality content and design in B2B publishing awards



**Info** New York, USA | Published on: August 4, 2015

**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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## Spokesperson

### Aaron Mahan

Marketing Manager  
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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](http://www.tabpi.org).

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

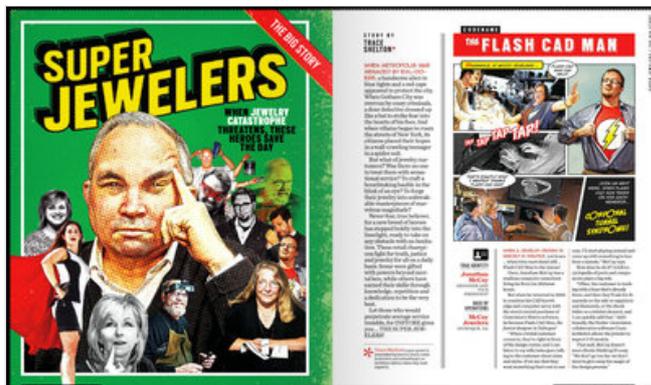
[🌐 INDESIGN, Customer Types](#)

[🌐 INDESIGN, March/April 2014](#)

[🌐 INSTORE, November 2014](#)

[🌐 INSTORE, September 2014](#)

Images



the finer things | FASHION

**EARINGS:** Hand-painted jewelry can be a real hit in any season — especially in the fall when people are looking for ways to add a little extra sparkle to their jewelry. These earrings are made of silk and paper to their gently to connect their world of art.

**PRODUCT DETAILS:** Hand-painted earrings (hand-painted on recycled paper) and set (hand-painted on recycled paper) by Anne Kelly Jewelry. [www.annekelly.com](http://www.annekelly.com)

**NECKLACE:** The second necklace includes the top and the fringe elements. These will always be a combination of each hand and ring jewelry and the first hand about each hand to the first hand. [www.annekelly.com](http://www.annekelly.com)

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**RINGS:** There are few things in the world that are as beautiful as a ring — but only if you're looking for the right one. Make sure to find a ring that is both beautiful and meaningful to you. Make sure to find a ring that is both beautiful and meaningful to you.

**PRODUCT DETAILS:** Hand-painted ring (hand-painted on recycled paper) and set (hand-painted on recycled paper) by Anne Kelly Jewelry. [www.annekelly.com](http://www.annekelly.com)

**BRACELETS:** Hand-painted jewelry can be a real hit in any season — especially in the fall when people are looking for ways to add a little extra sparkle to their jewelry. These bracelets are made of silk and paper to their gently to connect their world of art.

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**CUSTOMER TYPES**

**ANIMAL INSTINCTS**

Signature jewelry is a great addition to any woman's jewelry collection. It's a way to express your personality and style. It's a way to express your personality and style. It's a way to express your personality and style.

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Only Estimote even jewelry's Best Jewelry, a 100% guarantee that you'll love it. [www.annekelly.com](http://www.annekelly.com)

By 10/15/14, 10/15/14

25 QUESTIONS FOR CHOOSING THE RIGHT DESIGNER LINE

When it comes to jewelry, there are a lot of choices. But how do you choose the right one? Here are 25 questions to help you decide.

1. What is your budget? 2. What is your style? 3. What is your personality? 4. What is your lifestyle? 5. What is your skin tone? 6. What is your hair color? 7. What is your eye color? 8. What is your favorite color? 9. What is your favorite metal? 10. What is your favorite gemstone? 11. What is your favorite design? 12. What is your favorite brand? 13. What is your favorite designer? 14. What is your favorite jewelry? 15. What is your favorite piece? 16. What is your favorite ring? 17. What is your favorite necklace? 18. What is your favorite bracelet? 19. What is your favorite earrings? 20. What is your favorite watch? 21. What is your favorite bag? 22. What is your favorite shoes? 23. What is your favorite accessories? 24. What is your favorite jewelry? 25. What is your favorite piece?

get lined up

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HOLIDAY

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HOLIDAY

YOU COMPLETE GUIDE TO LAST-MINUTE IDEAS FOR 4TH QUARTER SUCCESS

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## 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.