

INSTORE Wins Prestigious Business Journalism Award

Honored with "Best Single Issue of a Magazine"



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Summary **INSTORE, a publication focusing on the retail jewelry business, took home one of the highest honors in business publishing, winning best single issue in its category at the Jesse H. Neal National Business Journalism Awards from American Business Media on Friday. Often referred to as "the Pulitzer Prize of business journalism," the renowned awards honor editorial excellence in business-to-business publications.**

Details INSTORE, a publication focusing on the retail jewelry business, took home one of the highest honors in business publishing, winning best single issue in its category at the Jesse H. Neal National Business Journalism Awards from American Business Media on Friday.

Often referred to as "the Pulitzer Prize of business journalism," the renowned awards honor editorial excellence in business-to-business publications.

INSTORE was honored with a Neal Award for Best Single Issue of a Magazine in the Class B category (publications between \$3,000,000 and \$7,000,000 in gross advertising/circulation revenue).

The judging panel, chaired by Paul Maidment of Bystander Media, selected 40 Neal Award winners out of 120 finalists from an original 725 entries.

The panel picked INSTORE's October 2011 "Big Survey" edition as its category winner. The centerpiece of that issue was a survey of more than 600 jewelers, who were asked business questions about their store, customers, staff, salaries and inventory, mixed with more personal questions about business decisions they regret, what music pumps them up to work, and by what date on the calendar are they usually fed up with Christmas hype.

"We couldn't be happier to have earned the Neal," said SmartWork Media Group Editorial Director David Squires. "For a business publication, I can't think of a bigger honor. It's a testament to the amazing creative team we have built here. I've always known they were the best. But now we've got an award that proves it."

"I am extremely proud of our editorial staff," said Dan Kisch, SmartWork Media Publisher. "The award for the best single issue is especially gratifying because it takes the best efforts of the full editorial team to achieve."

SmartWork Media

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Relevant links

-  [Neal Awards Gallery](#)
-  [Winning Issue \(Digital Edition\)](#)

Quotes

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— David Squires, SmartWork Media Group Editorial Director

About SmartWork Media

Over the last decade, SmartWork Media's business publications have earned more than 50 national and international awards, including the 2012 Jesse H. Neal Award from American Business Media for best overall business publication won by INSTORE, our magazine for independent jewelry store owners. We're proud of our awards, because they show how we truly sweat the details to make magazines that don't just inform readers, they inspire them. See our complete list of awards at smartworkmedia.com/awards.

Now in its seventh year, The SMART Jewelry Show Chicago takes place April 18 - 20, 2015, with a full-day education conference on April 17. This one-of-a-kind jewelry events provide independent retail jewelers the world-class speakers, interactive education and exciting buying opportunities they need to grow their businesses smartly. The SMART Jewelry Show is presented by INSTORE and INDESIGN magazines. Learn more at www.smartjewelryshow.com.