

INVISION Wins Major Honor At FOLIO: Magazine Awards

Named Gold Medal winner for Best New Magazine Design



Info New York, USA | Published on: December 29, 2014

Summary **INVISION, the business magazine for eyecare professionals from SmartWork Media that just concluded its first year of publication, took home one of the top awards at FOLIO: Magazine's prestigious Eddie and Ozzie Awards on December 11. INVISION was named Gold Medal winner for Best New Magazine Design in the business-to-business category. The judges selected INVISION's March-April issue for its outstanding design, beating new publications from AGL Media Group, Gibbons Media & Research and Wells Media Group.**

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INVISION was named Gold Medal winner for Best New Magazine Design in the business-to-business category. The judges selected INVISION's March-April issue for its outstanding design, beating new publications from AGL Media Group, Gibbons Media & Research and Wells Media Group.

"We take design very seriously at INVISION," said editor-in-chief Julie Fanselow. "We know that great design and careful, creative packaging is the best way to draw readers into our magazine. That way, they'll read every issue cover-to-cover and absorb all the useful business intelligence we provide."

Folio: MAGAZINE is the leading publication serving the entire magazine industry. Its annual contest receives more than 2,800 entries, making it the largest and most inclusive awards program in the publishing business.

The FOLIO: Gold award was the second award won by INVISION in its first year. The magazine earned a Top-25 finish for Best Single Issue of a business publication in the TABPI Awards in July 2014.

SmartWork Media received one other Gold award in the FOLIO: competition. INSTORE, the company's magazine for jewelry retailers, was named Best Magazine in the business-business retail category. In addition, SmartWork Media group senior editor Chris Burslem received an honorable mention for Best Single Article (business-to-business retail category) for his April 2014 feature in INSTORE, "Merchandising for A to Z".

Since 2004, SmartWork Media has won 69 different editorial and design awards for its three business magazines.

SmartWork Media

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“Over the past 10 years, we’ve been possibly the most-honored group in all business-to-business publishing on an awards-per-publication basis,” said SmartWork Media publisher Dan Kisch. “We couldn’t be prouder of our editorial team, and look forward to continuing to serve the markets we cover with standout publications that readers truly enjoy.”

In 2015, INVISION is increasing its publishing frequency from six issues to 10 issues. To see a digital copy of the winning March-April edition of INVISION, visit invmag.us/march. See more of INVISION at invisionmag.com.

Relevant links [🌐 Winning issue digital edition](#)

Quotes **”** *We take design very seriously at INVISION. We know that great design and careful, creative packaging is the best way to draw readers into our magazine. That way, they'll read every issue cover-to-cover and absorb all the useful business intelligence we provide.*

— Julie Fanselow, INVISION editor-in-chief

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— Dan Kisch, SmartWork Media publisher

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.

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