

INSTORE Wins Two More Business Journalism Awards

Honored at the 2014 Jesse H. Neal Awards



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Summary **SmartWork Media was recognized at the Jesse H. Neal Awards reception on Friday, March 27, with INSTORE winning two of the prestigious awards: Best Single Issue of a Magazine and Best Instructional Content. INVISION was also a finalist for Best Single Issue of a Magazine in its category.**

Details SmartWork Media was recognized at the Jesse H. Neal Awards reception on Friday, March 27, with INSTORE winning two of the prestigious awards: Best Single Issue of a Magazine and Best Instructional Content. INVISION was also a finalist for Best Single Issue of a Magazine in its category.

- Winner: Best Single Issue of a Magazine, INSTORE, September 2014
- Winner: Best Instructional Content, INSTORE, April 2014, "Merchandizing A-Z," by Chris Burslem
- Finalist: Best Single Issue of a Magazine, INVISION, Nov/Dec 2014

"This is another huge win for all our team members who work so hard to create publications that truly connect with readers," said SmartWork Media's group editorial director David Squires. "All we want to do is to make magazines that readers are genuinely excited about cracking open each month. Receiving our second Neal for best single issue for INSTORE is a strong signal we're doing that. And having INVISION become a Neal finalist in its very first year of publication was almost as exciting."

INSTORE received its first Jesse H. Neal Award when its October 2011 "Big Survey" edition won Best Single Issue of a Magazine. To date, SmartWork Media's business publications have won more than 70 publishing awards, including a host of Ozzie and Tabpi awards.

The new title in SmartWork Media's portfolio, INVISION, aimed at eyecare professionals, was named a Neal finalist for its Nov-Dec 2014 issue. That edition was only the sixth published since INVISION launched in January 2014. After wide reader acclaim and strong advertiser response, INVISION increased its frequency from six times per year to ten times per year in 2015.

"These awards are more proof that what we do for our readers is in the top echelon of business media," said Dan Kisch, SmartWork Media's publisher. "We want to thank not only our subscribers, but the advertisers and everyone else who helps makes this gratifying and important pursuit possible."

The Jesse H. Neal Awards are the most prestigious editorial honors in the

SmartWork Media

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field of specialized journalism. Named after Jesse H. Neal, the first managing director of ABM, the Neal Awards were established in 1955 to recognize and reward editorial excellence in business media.

Relevant links  [INSTORE Sept. 2014](#)

 [INSTORE April 2014](#)

 [INVISION Nov./Dec. 2014](#)

Quotes  *This is another huge win for all our team members who work so hard to create publications that truly connect with readers. All we want to do is to make magazines that readers are genuinely excited about cracking open each month. And receiving our second Neal for best single issue for INSTORE is a strong signal we're doing that. And having INVISION become a Neal finalist in its very first year of publication was almost as exciting.*

— David Squires

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.