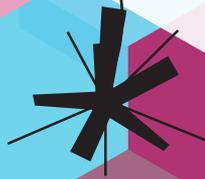
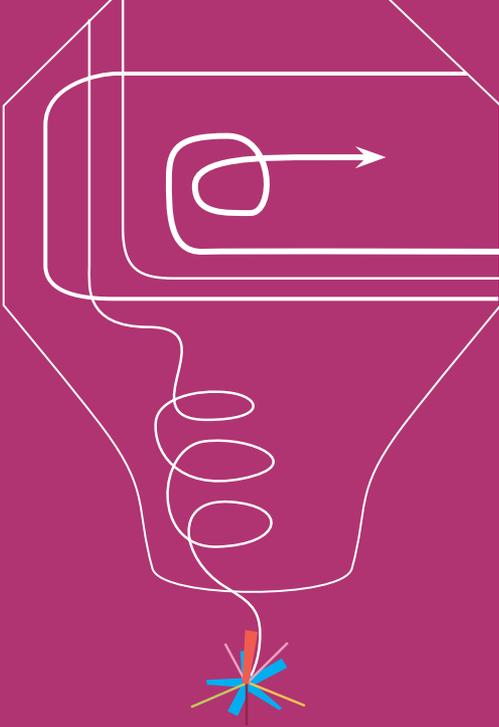


**IMAGINATION**  
AWARDS 2018

Boston, MA

#IMAGawards





Launched in May 2016, the Imagination Awards honor the work of independent magazine media companies and brands. These awards recognize projects and teams that capture the essence of a brand and demonstrate innovative thinking and imaginative tactics, well-defined business objectives and successful execution and results.

#### **HOW ARE THE IMAGINATION AWARD WINNERS CHOSEN?**

Panels of judges composed of senior executives from independent magazine media brands in the areas of audience, content, digital, events, leadership and revenue review entries in their respective areas of expertise. No judge reviews the work of his or her own brand or corporate entity. Entries are judged on the goals, elements and impact of the program.

## THANK YOU TO OUR 2018 IMAGINATION AWARD JUDGES!

DOREEN ADGER  
SVP, Marketing and Consumer Revenue  
MIT Technology Review

DIANE BACHA  
Editorial Director  
Kalmbach Media

JOHN BOLAND  
SVP  
Fine Cooking

ELIZABETH BRAMSON-BOUDREAU  
CEO and Publisher  
MIT Technology Review

BETH BRENNER  
CRO  
Domino Group

CHRISTIAN BRYANT  
VP and Publisher  
Garden & Gun

TRACY CHO  
Executive Director of Marketing,  
Growth and Analytics  
Domino Group

JONATHAN DORN  
Chief Innovation Officer  
Active Interest Media

VINCE ERRICO  
Chief Digital Officer  
Trusted Media Brands, Inc.

RONAN GARDINER  
VP, Publishing Director and CRO  
Men's Health, Runner's World & Bicycling

NORB GARRETT  
President, Sports & Entertainment  
TEN: The Enthusiast Network

COLLEEN GLENN  
Associate Publisher, Marketing  
Garden & Gun

AISLYN GREENE  
Senior Editor  
AFAR Media

BROOK HOLMBERG  
Publisher  
Yankee Magazine

SAMIR HUSNI  
Founder and Director  
Magazine Innovation Center

RENEE JORDAN  
SVP & Group Publisher  
Fine Gardening, Fine Homebuilding,  
Fine Woodworking, Threads

BRYAN KINKADE  
VP, Publisher  
AFAR Media

AMY LAMMERS  
SVP, Events and Strategic Partnerships  
MIT Technology Review

LYZY LUSTERMAN  
CRO  
Stringletter Media

TOM MCKENNA  
Editorial Director  
Fine Woodworking

ERICA MOYNIHAN  
Marketing Director  
The Taunton Press

JAMIE TROWBRIDGE  
President and CEO  
Yankee Publishing

AMY WILKINS  
CRO, Smithsonian Media  
Smithsonian Enterprises

ROB YAGID  
Editorial Director  
Fine Homebuilding



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Learn how PubWorX and ProCirc's customer-centric approach  
across key areas can help deliver results for your brands.

---

Meet the team who can deliver on your goals:

**MARC PASSARELLI**

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**JOHN KULHAWIK**

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## CONGRATULATIONS INDIES!

The teams at PubWorX and ProCirc are pleased to support the 2018 IMAG Conference, especially by presenting the third annual Imagination Awards. In honoring the achievements of independent magazine media brands, we have an exciting opportunity to celebrate the outstanding work being done in this community. Looking at the dozens of finalists, there is no shortage of innovative thinking, creative execution, and bottom-line growth across categories.

From the smallest enthusiast brands to the largest magazine media companies, PubWorX ProCirc delivers customized solutions that are focused on our customers' unique consumer marketing, circulation management and production needs, much like your independent businesses cater to your devoted and passionate audiences. As Albert Einstein said, "Knowledge is limited. Imagination encircles the world."

We are proud to see a number of our clients among the Imagination Awards finalists and offer our heartfelt congratulations to all the winners.

Cheers,

Marc Passarelli

# IMAGINATION AWARDS 2018

HOSTED BY

**PubWorX**  *ProCirc*



# 2018 IMAGINATION AWARDS

Hosted by

**LINDA THOMAS BROOKS**

President and Chief Executive Officer

MPA - The Association of Magazine Media

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## Award Categories

**GENERAL REVENUE**

**AUDIENCE DEVELOPMENT**

**LEADERSHIP**

**CONTENT**

**EVENTS**

**ADVERTISING AND NATIVE REVENUE**

**DIGITAL**

HOSTED

**PubWorX**  **ProCirc**

# FINALISTS

## GENERAL REVENUE

For work on driving new or incremental revenue from partnerships, integrated programs, licensing, e-commerce,

*Warren Miller Vintage Library Flash Drive Sale —  
Warren Miller Entertainment*  
**Active Interest Media**

*America's Test Kitchen's Digital Revenue Operations*  
**America's Test Kitchen**

*Habitat Magazine Website*  
**Habitat Magazine**

*Building Sustainable, Profitable Revenue Lines:  
MIT Technology Review and the Many-Legged Stool*  
**MIT Technology Review**

*The Nation Travels*  
**The Nation**

*This Old House Insider*  
**This Old House Ventures**

# WINNER

## GENERAL REVENUE

### This Old House Insider This Old House Ventures

**PLATFORMS:** Member website

**ELEMENTS:** Access to 750+ episodes of *This Old House TV*, *New Yankee Workshop* episodes, This Old House magazine archive, live Q&A sessions with the TV cast, weekly giveaways, live webcams, "Tommy Awards" - win a spot on Ask This Old House by submitting your home-renovation photos, HomeAdvisor's Home Concierge Program, significant discounts from advertisers, INSIDER newsletter, a year's subscription to This Old House magazine

**ENTRY DESCRIPTION:** This Old House Insider is a digital membership product launched a year ago, tapping into the "super fans" who want more. It was designed to deliver a strong value proposition to consumers that are passionate about home renovation. In a climate of looming cost increases, they developed an enhanced digital subscription program generating recurring revenue.

**ENTRY IMPACT:** This Old House Insider is a transformative product, generating premium-priced, recurring revenue using 100% credit-card-on-file.

GENERAL  
REVENUE

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**Warren Miller Vintage Library Flash Drive  
Sale – Warren Miller Entertainment  
Active Interest Media**

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**PLATFORMS:** USB flash drive

**ELEMENTS:** Films, custom email blasts, social promotion

**ENTRY DESCRIPTION:** Capitalizing on the legacy of the Warren Miller film library, WME launched a digital film collection with over 40 films including the latest feature, *2017's Line of Descent*, all on one USB flash drive with special commemorative packaging. This exclusive collection was a pre-order product launched on December 21, 2017 and sold until early February 2018. Three custom blasts to WME's database of 180k subscribers, plus social, promoted the product launch in December and January. A pre-order holiday special offered \$50 off through the end of 2017. Approximately 50% of the sales were at the discounted rate; the second 50% sold at the full price.

**ENTRY IMPACT:** With a last minute push at the very end of the year, Warren Miller Entertainment was able to create significant revenue from the library of films they had amassed through the years. Short of the time it took to compile them into a library, there were hardly any costs, so the bulk of the sales went to immediate profit.



GENERAL  
REVENUE

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## America's Test Kitchen's Digital Revenue Operations America's Test Kitchen

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**PLATFORMS:** Websites, Facebook, Instagram, Pinterest, YouTube, Twitter

**ELEMENTS:** Hundreds of coordinated social media posts across multiple channels, live Q&A and video, lead generation activities, unique member benefits offerings, website rebuild and updates, Amazon Alexa

**ENTRY DESCRIPTION:** America's Test Kitchen's primary digital strategy focuses on driving new and existing consumers to the ATK family of sites to spur subscription purchases. They have unveiled added subscriber benefits such as access to commenting, nutrition information, special social media member groups and live Q&As with their television show talent/test cooks. They also implemented a CRM system to deliver a personalized experience to their users. A final part of the digital strategy focused on reaching younger audiences through the distribution of video and audio content on YouTube and Alexa.

**ENTRY IMPACT:** By reaching over 9 million customers a month, ATK was able to develop loyalty and brand evangelism that helped generate a 100% increase in traffic to ATK sites from social media platforms as well as a 35% increase in multisite memberships in 2017. Currently, almost 50% of ATK's web subscribers are multisite.

GENERAL  
REVENUEHabitat Magazine Website  
Habitat Magazine

**PLATFORMS:** Website

**ELEMENTS:** Unified content management system, self-managed subscriptions, print fulfillment integration with CMS, Google DFP ad server, responsive design, videos in HTML5, Google AMP, Google analytics with custom event tracking for video plays, sponsored podcasts and videos, automated landing page management

**ENTRY DESCRIPTION:** A responsive redesign of Habitat's website included not only a new look for the site, but also the development of features that allow the magazine to increase engagement and develop new streams of revenue. The redevelopment focused on creating an effective platform for innovation, particularly in the following areas: content monetization, self-managed subscriptions and print fulfillment integration, advertisement management, revenue generation and editorial management.

**ENTRY IMPACT:** Habitat's redesigned website resulted in a dramatic increase in subscription sales and overall revenue. With the new site, Habitat was able to start adding and selling sponsored video features, which now comprise 33% of its web revenue stream. By giving consumers control over their subscriptions, Habitat saw a 400% increase in subscription revenue in 2017.



## GENERAL REVENUE

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### Building Sustainable, Profitable Revenue Lines: MIT Technology Review and the Many-Legged Stool **MIT Technology Review**

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**PLATFORMS:** Print, digital, newsletters, events

**ENTRY DESCRIPTION:** MIT Technology Review has spent the past few years focusing on growth: audience, revenue, profit, relevance and impact. Changes brought about through the support of MIT resulted in a clear strategy for making MIT Technology Review the world's most authoritative and trusted technology media platform. An important element in achieving this goal was the construction of a stable, multi-legged revenue stool that can support ongoing expansion opportunities.

**ENTRY IMPACT:** The last 18 months have seen significant growth across all strategic business lines. In 2017, revenue grew by 26% compared with the same period the year before and subscription revenue grew by double digits as well. Given that MIT Technology Review brands play well internationally, they invested in brand ambassadors to build advertising campaigns for multinational corporations. They also streamlined their international licensing business, which grew by 66% in 2017. Their events business, which includes EmTech-branded, sold-out-capacity events, grew almost 50%.



GENERAL  
REVENUE

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## The Nation Travels The Nation

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**PLATFORMS:** Experiential and promoted via the website

**ENTRY DESCRIPTION:** One of The Nation's signature accomplishments in 2017 was the expansion of their travel program. Offering specially curated itineraries, The Nation Travels launched in 2014 with a test trip to Cuba. From a modest group of 20 on that inaugural trip, to dozens of sold-out trips each subsequent year, they ramped up significantly in 2016, expanding to Iran and Russia. In 2017, they added Vietnam and Colombia. Close to 500 travelers have participated in the trips. Trips are sold primarily via email exclusively to subscribers.

**ENTRY IMPACT:** By expanding their reach and nearly doubling the number of both trips and travelers, The Nation earned net profits that beat year-over-year projections. The program has also attracted new donors; 37% of travelers who were Nation donors prior to joining a trip increased their donations and many donated for the first time.

# FINALISTS

AUDIENCE  
DEVELOPMENT

For work in targeting, building and  
engaging an audience.

*Building a Trusted Space on Pinterest*  
**Family Handyman**

*HBR Paid Social Subscriber Acquisition and  
Engagement Program*  
**Harvard Business Review**

*YOUR LAND*  
**Landscape Architecture Magazine**

*Chasing Genius*  
**National Geographic**

*The Mad Science of Creativity*  
**Scientific American**

*Take Action Now*  
**The Nation**

# WINNER

## AUDIENCE DEVELOPMENT

### Building a Trusted Space on Pinterest Family Handyman

**PLATFORMS:** Pinterest

**ELEMENTS:** Articles, slideshows

**ENTRY DESCRIPTION:** Looking for the right platform to provide a trustworthy space for DIY enthusiasts, The Family Handyman significantly grew its fan base by honing in on its Pinterest content. They conducted tests with visually appealing long pins based on their most popular articles and slideshows and found that certain topics resonated on Pinterest that didn't on other platforms. They also noticed their audience responded strongly to content outside of big projects, with interest in pieces that taught them about new products and quick, handy hints.

**ENTRY IMPACT:** As of December 2017, Pinterest is up 34% in visit referral traffic month-over-month and up 32% in page view referral traffic to The Family Handyman website. The Family Handyman is the #1 most engaged magazine brand on Pinterest, according to MPA's brand audience report. Their following has grown to more than 480,000.



AUDIENCE  
DEVELOPMENT

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## HBR Paid Social Subscriber Acquisition and Engagement Program Harvard Business Review

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**PLATFORMS:** Facebook, Instagram, LinkedIn

**ELEMENTS:** Acquisition and engagement ad creative, subscriber benefits video

**ENTRY DESCRIPTION:** In an effort to acquire new subscribers and engage current customers by promoting HBR subscriber-exclusive benefits, Harvard Business Review's consumer marketing team launched a paid social media program as part of the brand's move to a digital-first marketing strategy. Benefits promoted included HBR's Visual Library, the Insider email newsletter, and HBR's archive of over 4,000 articles. The program represents a new approach for HBR as they move away from direct mail and other traditional forms of marketing.

**ENTRY IMPACT:** In just six months, paid social campaigns drove new subscriptions and clicks to HBR digital properties. Additionally, cost per acquisition was significantly lower on paid social compared to most of HBR's other marketing programs.



AUDIENCE  
DEVELOPMENT

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YOUR LAND

Landscape Architecture Magazine

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**PLATFORMS:** Print, website

**ELEMENTS:** Print, digital magazine

**ENTRY DESCRIPTION:** YOUR LAND is a special publication included with the April issue of Landscape Architecture Magazine in celebration of Landscape Architecture Month. Intended to introduce the profession of landscape architecture to a demographic of 10-to-12-year-olds, the magazine detailed exactly how young people can study, volunteer and prepare for a landscape architecture career.

**ENTRY IMPACT:** YOUR LAND successfully engaged its intended audience. Over half of the original print run of YOUR LAND was packaged with the separate April 2017 issue of Landscape Architecture Magazine. The remaining copies were then offered free of charge to anyone who requested them. The demand for these issues soon far outstripped the supply, and a second printing was necessary in November 2017.



AUDIENCE  
DEVELOPMENT

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## Chasing Genius National Geographic

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**PLATFORMS:** Website, video, Facebook, Instagram, Twitter, LinkedIn

**ELEMENTS:** Custom content, one-minute submission videos, prizes

**ENTRY DESCRIPTION:** National Geographic created Chasing Genius to ignite a global community to become catalysts for change in the world. Designed to crowdsource “genius” solutions to critical issues—including sustainability, world hunger and global health—the program encouraged consumers to submit one-minute videos for a chance to win \$25,000 to take their visions further. The groundbreaking digital platform launched as part of an integrated partnership with GSK Consumer Healthcare.

**ENTRY IMPACT:** By leveraging the brand's unparalleled social reach, 26,000+ members joined the online Chasing Genius community. Nearly 3,000 people produced and shared videos, and the campaign generated 225M+ impressions, 19M+ video views, and 3M+ social conversations. In addition to the engagement on National Geographic's accounts, Chasing Genius spurred thousands of individual posts, amplifying the initiative with additional potential reach and impressions.



AUDIENCE  
DEVELOPMENT

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## The Mad Science of Creativity Scientific American

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**PLATFORMS:** Event, website, print, live and recorded video, social media, email, display advertising, podcasts

**ELEMENTS:** Special Collector's Edition: "The Mad Science of Creativity," social media posts, website display ads, email marketing, Eventbrite, Facebook Live broadcast, recorded video for YouTube speakers, event handouts

**ENTRY DESCRIPTION:** Inspired by the success of the Special Collector's Edition "The Mad Science of Creativity," Scientific American recruited researchers to share 10-minute stories on moments of creativity that impacted or motivated aspects of their science career. The event took place at the Bell House in Brooklyn and was broadcast on Facebook Live. The mission was to convey that creativity is as important in medicine and engineering as it is in music or photography.

**ENTRY IMPACT:** The event sold out in less than two hours, including a waitlist. The livestream on Facebook reached almost 75,000 people and had 18,824 video views. The campaign resulted in purchases of the Special Collector's Edition that inspired the show. Attendees and Facebook Live viewers were also offered a free digital download of the special issue, which generated numerous leads for remarketing.



AUDIENCE  
DEVELOPMENT

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## Take Action Now The Nation

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**PLATFORMS:** Website, email newsletter, Twitter

**ELEMENTS:** Email newsletter alerts

**ENTRY DESCRIPTION:** Building upon their “Take Action” activism program, connecting readers to real-life opportunities, The Nation launched “Take Action Now,” a weekly online email initiative that curates opportunities for activism on a sliding scale of time commitment and investment. This new resource helps readers connect to the resistance and directs progressive energy towards meaningful action with a digestible email resource of the great activism and organizing taking place around the country.

**ENTRY IMPACT:** Beyond the metrics—which by far exceed every other internal newsletter’s growth level in quadruplicate—subscribers have sent thousands of personal messages and petitions to demand change and promote offline action. In 2017, the addition of the “Take Action Now” email newsletter generated thousands of new email addresses and maintained one of the highest email open rates of all of The Nation’s newsletters.

# FINALISTS

## LEADERSHIP

For work on defining, building and evolving the magazine media brand or company

*Online Education Courses – SKI Magazine*  
**Active Interest Media**

*Keep Craft Alive, Powered by Fine Homebuilding*  
**Fine Homebuilding**

*Harvard Business Review's Consumer Marketing Team*  
**Harvard Business Review**

*Launching an Established Company*  
**Ink Global**

*This Old House Insider*  
**This Old House Ventures**

# WINNER

## LEADERSHIP

### Keep Craft Alive, Powered by Fine Homebuilding Fine Homebuilding

**PLATFORMS:** Print, website, video, social, podcast

**ELEMENTS:** #KeepCraftAlive hashtag, website, magazine column, speaking engagements, meetups at industry events, video series, scholarship fund, promotional advertising, merchandise, social media outreach

**ENTRY DESCRIPTION:** Fine Homebuilding partnered with industry organizations and influencers to build awareness of the skills gap in the construction industry, surface skills training and fund student scholarships to support those who want to pursue a path in the trades. Through this campaign, Fine Homebuilding has reactivated interest in the industry and amplified a renewed respect for those who make their living doing this work.

**ENTRY IMPACT:** Keep Craft Alive has improved Fine Homebuilding's business prospects by articulating its brand position and value to the market in a highly engaging way. The initiative increased brand visibility, providing brand authority in search and social audience development growth. With organic search traffic up 30%, the brand's social footprint has doubled. They have improved employee morale in the industry, deepened loyalty with existing customers and are seeing an increase in millennial consumers. Over a dozen advertising clients are involved in this initiative financially, fueling annual advertising revenue growth.



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## Online Education Courses – SKI Magazine Active Interest Media

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**PLATFORMS:** Classes are hosted online and include promotion via print, newsletters, Facebook and outreach within sponsoring organizations

**ELEMENTS:** "Quick Tips" videos used as teasers, a free course preview and offers from sponsors

**ENTRY DESCRIPTION:** SKI Magazine partnered with Professional Ski Instructors of America, current and former US Ski Team members, Warren Miller Entertainment's award-winning cinematographer Chris Patterson and renowned athletes to provide world-class instruction across the portfolio of courses offered from the Mountain Group. SKI is launching four more courses in 2018 to offer a wider range of skills tutorials and off-season training techniques.

**ENTRY IMPACT:** 100% of students say they'd recommend the course to a friend. "How to Break Through" quickly earned 152% of production budget with course sales from August through the end of 2017. Longer term, in 2017 alone, "Ultimate Ski Fitness Workout" made 342% of the production budget, not counting what it earned in 2016. In 2017 alone, the courses offered through the Mountain Group earned 68% of their production value, surpassing costs to make them once you add revenue from 2016 and 2018's estimates.



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Harvard Business Review's Consumer  
Marketing Team  
Harvard Business Review

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**PLATFORMS:** Email, organic and paid social media, website, search, direct mail

**ELEMENTS:** Subscriber acquisition campaigns (email, search, social), subscriber engagement campaigns (email, social, YouTube), subscriber retention campaigns (email, direct mail)

**ENTRY DESCRIPTION:** 2017 was a transformative year for Harvard Business Review. In addition to introducing a magazine redesign, the brand changed its print frequency from 10 to six issues a year while expanding its array of digital, subscriber-only content. HBR's consumer marketing team played an integral role in making this transition successful while at the same time making its own shift in strategy—building a digital marketing practice within consumer marketing.

**ENTRY IMPACT:** In August 2017, HBR experienced all-time high renewal rates and its overall paid circulation increased 10% from the past year. Paid social campaigns drove new subscriptions and clicks to HBR digital properties from July-December 2017. New magazine teaser videos drove significant views across YouTube, Facebook and Twitter. HBR is no longer using direct mail and has significantly lowered acquisition costs. Abandoned cart retargeting efforts also drove new orders.

## LEADERSHIP

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## Launching an Established Company Ink Global

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**PLATFORMS:** All mediums

**ENTRY DESCRIPTION:** Following abrupt changes and challenges, Ink's executive team seized the reins to get the business back on track by concentrating on their "colleagues first" plan—significant investment in training programs and helping each member of staff reach and grow to their personal best. Refocusing and strengthening every department, they immediately invested in new talent to lead the company back to health. In 36 months, Ink invested more in HR and staff wellbeing and the results are nothing short of dramatic. To ensure future growth, Ink has recently invested to expand and evolve its product offering to the ever-changing market, creating a new video production department.

**ENTRY IMPACT:** In 2017, Ink turned a significant profit, won five major contracts and won 17 prestigious awards. The company's audience figures leapt last year and their profits reached new heights. Each of their publications saw a jump in audience, and they are speaking to more than 10,000 advertisers in 103 countries.



LEADERSHIP

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## This Old House Insider This Old House Ventures

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**PLATFORMS:** Member website

**ELEMENTS:** Access to 750+ episodes of *This Old House TV*, *New Yankee Workshop* episodes, This Old House magazine archive, live Q&A sessions with the TV cast, weekly giveaways, live webcams, "Tommy Awards" - win a spot on Ask This Old House by submitting your home-renovation photos, HomeAdvisor's Home Concierge Program, significant discounts from advertisers, INSIDER newsletter, a year's subscription to This Old House magazine

**ENTRY DESCRIPTION:** This Old House Insider is a digital membership product launched a year ago, tapping into the "super fans" who want more. It was designed to deliver a strong value proposition to consumers that are passionate about home renovation. In a climate of looming cost increases, they developed an enhanced digital subscription program generating recurring revenue.

**ENTRY IMPACT:** This Old House Insider is a transformative product, generating premium-priced, recurring revenue using 100% credit-card-on-file.

# FINALISTS

## CONTENT

For quality and innovation in creating and distributing content across platforms

*Catholics at a Crossroads*  
**America Magazine**

*The Great American Eclipse*  
**Astronomy**

*Work and the Loneliness Epidemic*  
**Harvard Business Review**

*Urban Expeditions*  
**National Geographic**

*The Great American Eclipse*  
**Science News**

*The Next Pandemic*  
**Smithsonian Media**

# WINNER

## CONTENT

### Urban Expeditions National Geographic

**PLATFORMS:** Website, Facebook, Twitter, LinkedIn, live global events

**ELEMENTS:** Print and digital editorial content, social engagement, global thought leader events, digital event recap paper

**ENTRY DESCRIPTION:** "Urban Expeditions" is a multi-year storytelling partnership designed to spotlight how cities are innovating for the 21st century with a special emphasis on transportation, green buildings, and food systems. All content is aggregated in a robust digital hub where the larger community can engage and discover related content. The stories were designed to appeal to a wide consumer audience as well as thought-leaders. By tapping their editorial leadership, National Geographic was able to bring respected voices to both the stage and the audience at their global events.

**ENTRY IMPACT:** Urban Expeditions has included 42 pieces of content to date, which have garnered 30.4M impressions across National Geographic's social ecosystem, 2M digital views and 100K social engagements. The digital story evolved to print, extending its reach exponentially to the 30M readers of NGM. They saw upwards of 450 attendees attend the live events in Washington, D.C. and Hong Kong. During the Washington, D.C. event, 434 tweets from the audience extended the conversation to more than 1M people. #UrbanExpeditions trended on Twitter in Washington, D.C. that day.

## CONTENT

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**Catholics at a Crossroads**  
**America Magazine**

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**PLATFORMS:** Print, website, YouTube, Facebook, Twitter

**ELEMENTS:** Print and digital article, short documentary

**ENTRY DESCRIPTION:** In the Oct. 2 issue of America magazine, Ian Johnson, a longtime China correspondent, provides an exclusive look at the church on the ground in China. Reporting from Dongergou, a tiny mountainside village that is a popular pilgrimage destination for Chinese Catholics, Johnson explores the tensions between urbanization and evangelization, government regulation and freedom of religion. In his article, Johnson offers an in-depth look into why Catholicism's growth in China has stagnated since 1949, despite an explosion in religious activity since the death of Mao Zedong in 1976.

**ENTRY IMPACT:** The article—which reinforces the magazine's editorial excellence—received accolades from the Catholic community including Dr. John-Paul Wiest, a veteran historian of Chinese Catholicism who said it was “one of the best articles I have ever read on the Catholic Church in China.” In addition, the video was viewed 41,198 times on YouTube.

## CONTENT

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## The Great American Eclipse Astronomy

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**PLATFORMS:** Print, website, newsletter, Facebook, PDFs, MyScienceShop.com online store

**ELEMENTS:** Magazine series: ongoing, multi-issue coverage, Astronomy.com content: landing page and multiple, ongoing content elements, Astronomy.com website widget partnership, advertising campaign (print and digital), email marketing campaign, tour partnership, e-commerce

**ENTRY DESCRIPTION:** "The Great American Eclipse" strategy was built around authoritative, timely content created for print and digital. The August 2017 eclipse was the first total solar eclipse visible in the continental U.S. in 38 years. By January 2017, the brand released a blog post called "25 facts you should know about the August 21, 2017 total solar eclipse." Other editorial offerings included print and digital articles, product reviews, how-to guides, an online store carrying eclipse-related products, consumer-facing trips and more.

**ENTRY IMPACT:** The eclipse was the single biggest driver of the brand's e-commerce sales in 2017. Tour sales and eclipse-related print and digital ad campaigns also resulted in significant revenue. Compared to the monthly average for the prior fiscal year, website visits overall were up 120% and unique visitors were up 149%.

## CONTENT

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## Work and the Loneliness Epidemic

### Harvard Business Review

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**PLATFORMS:** Website, Facebook, Twitter, LinkedIn, Instagram

**ELEMENTS:** Long-form article, short-form articles, interactive, audio postcards, Facebook experiment

**ENTRY DESCRIPTION:** HBR launched a series headlined by former U.S. Surgeon General Dr. Vivek Murthy that helped fuel a national discussion on the profound human costs of loneliness in the workplace. "Work and the Loneliness Epidemic" was part of HBR's Big Idea program, which transforms what would be an article in a print magazine into an event online. It starts with a classic long form feature on HBR.org. Then, every day for 1-2 weeks, something new is added for readers to come back to: articles, interactives, audio, and more.

**ENTRY IMPACT:** The series garnered tremendous numbers in unique visitors and page views. As the issue is ongoing and personal to many, readers continue to come to the series over time, giving it a long tail. Social promotion during the program generated significant clicks, retweets/shares and likes. Since its publication, Dr. Murthy's article has received dozens of media hits, including from *The Washington Post*, Bloomberg, Jezebel, HuffPost and more.

## CONTENT

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## The Great American Eclipse Science News

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**PLATFORMS:** Print, website, Facebook, Twitter, Snapchat

**ELEMENTS:** Preview stories, blogs, reviews, digital story series, ads, video, interactive, email campaign, social media, holiday card, cover wrap

**ENTRY DESCRIPTION:** Science News created a 10-part series with a story published every day during the 10 days leading up to the August eclipse. Kicked off with a Facebook Live video, the series offerings included blogs with advice for viewing the eclipse, social media posts and a video highlighting the adventures of SN correspondents. Science News for Students also produced complementary stories and added an educational component. Society for Science & the Public, which publishes Science News, also got involved in the effort with additional social media and email campaigns, as well as Society advertising, T-shirts and a cover wrap for the print magazine.

**ENTRY IMPACT:** Science News reached more than three-quarters of a million people, including significant unique page views for their 10-part series and eclipse interactive. The brand experienced high engagement on social media and experimented with new forms, such as Facebook Live and Snapchat.

## CONTENT

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## The Next Pandemic Smithsonian Media

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**PLATFORMS:** Print, digital, event

**ELEMENTS:** Cover story of November issue of Smithsonian magazine, branded hub on Smithsonian.com, live event at the Museum of Natural History

**ENTRY DESCRIPTION:** Nearly 100 years after the 1918 Spanish Flu Pandemic, influenza continues to be a top worry. To explore in-depth how the world is preparing for the next global pandemic, Smithsonian magazine featured an inside look at the devastating influenza outbreak a century ago and how scientists are trying to stop it from happening again. To broaden the reach on this important topic, Smithsonian collaborated with the National Museum of Natural History and the Johns Hopkins Bloomberg School of Public Health on an online hub featuring 48 original articles with partner content from Johns Hopkins. Together, they hosted a special event dedicated to this topic which was broadcast live on C-SPAN and live streamed to over 3,000 people on Smithsonian.com.

**ENTRY IMPACT:** Compelling content has helped maintain a trusted relationship with 7 million magazine readers each month and an additional 7 million monthly digital visitors. This specific initiative helped to begin a national conversation on the seriousness of the burgeoning flu epidemic.

# FINALISTS

## EVENTS

For work on branded live events. These events may be regional, national or international in scope, and either ongoing or one-of-a-kind.

*Get Out More (17 Years Running)*  
**Backpacker**

*Dirt Mag's Kitchen Garden Tour*  
**Dirt Magazine**

*Fine Woodworking Live 2017*  
**Fine Woodworking**

*MIT Technology Review Presents:  
The Business of Blockchain*  
**MIT Technology Review**

*Smithsonian American Ingenuity Awards*  
**Smithsonian Media**

# WINNER

## EVENTS

### Get Out More (17 Years Running) Backpacker

**PLATFORMS:** Experiential

**ELEMENTS:** Events, digital, video, emails, social

**ENTRY DESCRIPTION:** Backpacker's "Get Out More" tour is an eight-month road show hosted by our all-star ambassador Randy Propster. Consumers can join him for an engaging 75-minute seminar full of trail tested tips, regional trip advice and outdoor gear. Last year was the seventeenth and strongest year yet.

**ENTRY IMPACT:** With half a million dollars in revenue, the tour is a huge success for both the bottom line of Backpacker and their brand partners. Randy truly becomes the ambassador for each and every category-exclusive partner that Backpacker works with to promote their products all year long. In 2017, two brands were picked up by REI for the first time thanks to the tour. In a time when brick & mortar retail is struggling, the Backpacker team is honored to bring such a great tour to these stores along with numerous people on any given night. Retailers from around the country beg for Backpacker to come to their stores each year with the "Get Out More" tour.



## EVENTS

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### Dirt Mag's Kitchen Garden Tour Dirt Magazine

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**PLATFORMS:** Print, website, video promotion

**ELEMENTS:** Ad campaign, map/guide for the tour

**ENTRY DESCRIPTION:** In its fourth year, Dirt Magazine's Kitchen Garden Tour features New York and New Jersey's most impressive kitchen gardens and gives attendees—also known as “Garden Peepers”—the opportunity to view the gardens. Garden Peepers spend their Sunday hopping from one backyard veggie patch to the next. At the end of the day, gardeners and Peepers gather for a party where attendees vote for their favorite gardens.

**ENTRY IMPACT:** The Kitchen Garden Tour is Dirt's way of physically reaching the community, gathering everyone together and making their presence known beyond the printed magazine. This event is truly one-of-a-kind and is incredibly eco-friendly, encouraging and inspiring readers to grow their own food. Impacting lives and the environment is Dirt's number one goal, and the Kitchen Garden Tour does just that while fostering a sense of community.

## EVENTS

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**Fine Woodworking Live 2017**  
**Fine Woodworking**

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**PLATFORMS:** Live event

**ELEMENTS:** Woodworking seminars, products, and tool exhibits. Promoted through dedicated, targeted email blasts, social platforms, [finewoodworking.com](http://finewoodworking.com), print, and the Shop Talk Live podcast

**ENTRY DESCRIPTION:** Fine Woodworking Live 2017 was held April 21-23, 2017. The event was an opportunity to build better face-to-face relationships with fans, giving attendees an unparalleled opportunity to meet the experts behind Fine Woodworking magazine and [FineWoodworking.com](http://FineWoodworking.com), to learn from the best instructors in the field and to network with a community of fellow passionate woodworkers. Among the attendees were business executives, teachers, engineers and more, who have a lifelong commitment to woodworking.

**ENTRY IMPACT:** Fine Woodworking Live 2017 was a sellout, with over 250 attendees paying to be there. The event built and solidified relationships with the primary sponsors and helped Fine Woodworking increase advertising reach for its brand partners. The event also helped build a platform for their next media venture, *Rough Cut with Fine Woodworking*, a PBS TV show.

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## MIT Technology Review Presents: The Business of Blockchain MIT Technology Review

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**PLATFORMS:** Live event, website, social media

**ELEMENTS:** Live event, videos, special ad units, event app, on-the-spot attendee survey (iPads in networking area)

**ENTRY DESCRIPTION:** MIT Technology Review collaborated with the MIT Media Lab Digital Currency Initiative to design a timely and comprehensive conference about blockchain, an area outside of their core editorial coverage. The event featured the pioneers of this emerging technology and allowed attendees to participate in facilitated table conversations with them during the 90-minute lunch break.

**ENTRY IMPACT:** The response was incredibly positive; the room was full, revenue goals were met and sponsors were happy. Shortly after the event, MIT Technology Review dove head first into blockchain: assigning an associate editor to the blockchain-cryptocurrency beat; launching its first topic-focused email newsletter, Chain Letter; and considering another live event in 2018. Over the past year, MIT Technology Review has seen enormous growth of its blockchain audience. Chain Letter recipients grew substantially, all starting with an invitation to subscribe and share after the 2017 Business of Blockchain event.

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## Smithsonian American Ingenuity Awards Smithsonian Media

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**PLATFORMS:** Print, digital, social, live event

**ELEMENTS:** Cover story of December issue of Smithsonian magazine, dedicated hub on Smithsonian.com, gala event, social media posts

**ENTRY DESCRIPTION:** The Smithsonian American Ingenuity Awards celebrate the power of innovation, honoring people making groundbreaking contributions in the arts, sciences, technology, social progress and more. The awards content platform includes the cover feature of the December issue of Smithsonian magazine with profile articles of each winner, a dedicated hub on Smithsonian.com and a gala event in Washington, D.C. In addition to awardees and presenters including John Legend, Jony Ive, Quincy Jones, Ava DuVernay, Malala Yousafzai and more, the gala included performances by Legend, The Muppets and the cast of *The Great Comet* led by Josh Groban.

**ENTRY IMPACT:** The Ingenuity Awards garnered over 230 individual pieces of media coverage with over nine billion online readership. Additionally, with 400 attendees, the event raised unrestricted funds that help finance research projects at the Smithsonian Institution not covered by the federal allocation.

# FINALISTS

## ADVERTISING & NATIVE REVENUE

For work on driving new or incremental revenue. Entries may include traditional ad sales, integrated marketing programs, custom programs, sponsorships, programmatic initiatives and more.

*AFAR & Nikon: World in Focus*  
**AFAR Media**

*Marmot Native Content*  
**Backpacker**

*Weather Tracking*  
**Backpacker and Climbing**

*Celebrity Cruises Corporate Underwriter/  
Moveable Feast with Fine Cooking*  
**Fine Cooking**

*Gingerbread BLVD 2017*  
**Taste of Home**

# WINNER

ADVERTISING  
& NATIVE  
REVENUE

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## Celebrity Cruises Corporate Underwriter/ Moveable Feast with Fine Cooking Fine Cooking

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**PLATFORMS:** Print, digital, social, video, experiential, promotions

**ELEMENTS:** Print, high impact gatefolds, front cover promotion, custom landing page/microsite, social media campaigns, two 30-second TV spots for Celebrity Cruises, sweepstakes, sponsored subscriptions, organic editorial, licensing, events, survey

**ENTRY DESCRIPTION:** As the corporate underwriter of season 5 of *Moveable Feast with Fine Cooking*, Celebrity Cruises provided funding and advertising support in return for a full year, cross platform, fully integrated marketing partnership that drove massive brand awareness and measurable sales. Using existing resources across the entire Fine Cooking platform, they were able to not only execute this unique and impactful marketing program, but also create new content for both their partner and millions of cooking enthusiasts.

**ENTRY IMPACT:** Expanding the brand visibility for Fine Cooking and the *Moveable Feast* franchise into a new market, this partnership represents the largest advertising partnership and highest revenue marketing program in Fine Cooking history. It led to sponsored subscriptions to Fine Cooking, qualified leads and emails for ongoing marketing via sweepstakes and significant impressions across TV, print, digital, social and event/on premise. Celebrity Cruises will be renewing the partnership for season 6.

# WINNER

ADVERTISING  
& NATIVE  
REVENUE

## AFAR & Nikon: World in Focus AFAR Media

**PLATFORMS:** Print, website, email, social media, experiential

**ELEMENTS:** Five global photography trips, new registration site on AFAR.com, custom advertising campaign created exclusively for Nikon, targeted email campaign, Instagram and Facebook posts, custom brand creative, influencers

**ENTRY DESCRIPTION:** Together with Nikon, AFAR created a series of "World in Focus" trips to excite and captivate the modern experiential traveler by facilitating once-in-a-lifetime experiences. AFAR curated exclusive, Nikon-branded photo expeditions, getting Nikon products into the hands of core consumers as they embarked on a new adventure with some of the top photographers in the business. AFAR drove buzz and awareness in the marketplace via custom content, targeted sponsorships and strategic amplification across all of their channels.

**ENTRY IMPACT:** This event resulted in millions of impressions across web, print, mobile, email and social and above average CTR and time spent on content. It introduced new consumers to AFAR and led to direct purchase of Nikon products linked to the events. Some of the trips reported a 100% satisfaction rate.



ADVERTISING  
& NATIVE  
REVENUE

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## Marmot Native Content Backpacker

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**PLATFORMS:** Websites

**ELEMENTS:** Video, online education course

**ENTRY DESCRIPTION:** Backpacker created a free online course “Stay Warm in Any Weather” to drive education about Marmot’s featherless line and establish the brand as a leader in interactive native content. The course was promoted throughout the quarter via email, social and web, as well as through stories posted to the Backpacker, Climbing and SKI websites. These stories were 16-to-20-page high-quality PDFs that the company deployed to capture names and emails, while telling the Featherless story in a credible and authentic way within the brand’s editorial halo. The PDFs and follow up email included Marmot branding and ads.

**ENTRY IMPACT:** The response to the course was outstanding, with rave reviews and more students than any previous editorial Backpacker course. One student said, “Really appreciate it. Also I WILL be purchasing a featherless jacket from Marmot. Thanks.” Another said “Absolutely loved the course. THANK YOU!”



ADVERTISING  
& NATIVE  
REVENUE

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## Weather Tracking Backpacker and Climbing

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**PLATFORMS:** Websites

**ELEMENTS:** Special ad units

**ENTRY DESCRIPTION:** Looking to educate consumers about Marmot's new featherless technology, create awareness around the product launch and drive sell-thru of the Featherless line at retail, Backpacker and Climbing magazines employed animated ads and live reports to target areas with impending weather. The Active Interest Media team tracked the weather on 10-14 day cycles and displayed the ads in key markets to inspire consumers to purchase a needed product.

**ENTRY IMPACT:** By trafficking ads, emails and social posts to select areas based on weekly storm patterns, Backpacker saw click-through rates average more than double their norm. Web banner CTRs were as high as .48% and averaged .33% for the duration of the campaign. On the newsletter front, the numbers were equally strong. Additionally, Marmot reported incredibly strong sell-thru in Q4 both in REI and Marmot online.

ADVERTISING  
& NATIVE  
REVENUEGingerbread BLVD 2017  
Taste of Home

**PLATFORMS:** Website, Facebook, Instagram, print, experiential

**ELEMENTS:** Make-your-own-gingerbread-house custom billboard unit, Gingerbread BLVD event in NYC, Facebook Live, social media posts, print ads

**ENTRY DESCRIPTION:** For the third year in a row, Taste of Home and Folgers came together for the holidays to engage families across the country online while driving them to the Gingerbread BLVD experience in New York City. This one-of-a-kind program kicked off online and across social with custom content about the best holiday traditions. This year, they introduced their first-ever custom make-your-own-gingerbread-house billboard unit so people everywhere could participate in the gingerbread-making fun. This digital momentum led to the unveiling of a life-size gingerbread house on December 7th, 2017 in the middle of Madison Square Park.

**ENTRY IMPACT:** The sponsorship revenue for 2017 increased 70% year-over-year and is based on revenue from presenting sponsor, Folgers, and supporting sponsor, Domino Sugar. The program also garnered 105 million press impressions from outlets like *NY1*, *Good Morning America* and *Biz Bash*. In total, 330,000 visitors passed by Gingerbread BLVD during the two weeks it was live.

# FINALISTS

## DIGITAL

For work on digital platforms, including web, mobile apps, mobile web, digital editions and more.

*AFAR & Nikon: World in Focus*

**AFAR Media**

*America's Test Kitchen's Digital  
Revenue Operations*

**America's Test Kitchen**

*Habitat Magazine Website*

**Habitat**

*HBR Whiteboard Sessions*

**Harvard Business Review**

*Serving Up Trust in a Crowded Space*

**Taste of Home**

*This Old House Insider*

**This Old House Ventures**

# WINNER

DIGITAL

## America's Test Kitchen's Digital Revenue Operations America's Test Kitchen

**PLATFORMS:** Websites, Facebook, Instagram, Pinterest, YouTube, Twitter

**ELEMENTS:** Hundreds of coordinated social media posts across multiple channels, live Q&A and video, lead generation activities, unique member benefits offerings, website rebuild and updates, Amazon Alexa

**ENTRY DESCRIPTION:** America's Test Kitchen's primary digital strategy focuses on driving new and existing consumers to the ATK family of sites to spur subscription purchases. They have unveiled added subscriber benefits such as access to commenting, nutrition information, special social media member groups and live Q&As with their television show talent/test cooks. They also implemented a CRM system to deliver a personalized experience to their users. A final part of the digital strategy focused on reaching younger audiences through the distribution of video and audio content on YouTube and Alexa.

**ENTRY IMPACT:** By reaching over 9 million customers a month, ATK was able to develop loyalty and brand evangelism that helped generate a 100% increase in traffic to ATK sites from social media platforms as well as a 35% increase in multisite memberships in 2017. Currently, almost 50% of ATK's web subscribers are multisite.

DIGITAL

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AFAR & Nikon: World in Focus  
AFAR Media

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**PLATFORMS:** Print, website, email, social media, experiential

**ELEMENTS:** Five global photography trips, new registration site on AFAR.com, custom advertising campaign created exclusively for Nikon, targeted email campaign, Instagram and Facebook posts, custom brand creative, influencers

**ENTRY DESCRIPTION:** Together with Nikon, AFAR created a series of "World in Focus" trips to excite and captivate the modern experiential traveler by facilitating once-in-a-lifetime experiences. AFAR curated exclusive, Nikon-branded photo expeditions, getting Nikon products into the hands of core consumers as they embarked on a new adventure with some of the top photographers in the business. AFAR drove buzz and awareness in the marketplace via custom content, targeted sponsorships and strategic amplification across all of their channels.

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DIGITAL

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## Habitat Magazine Website Habitat Magazine

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**PLATFORMS:** Website

**ELEMENTS:** Unified content management system, self-managed subscriptions, print fulfillment integration with CMS, Google DFP ad server, responsive design, videos in HTML5, Google AMP, Google analytics with custom event tracking for video plays, sponsored podcasts and videos, automated landing page management

**ENTRY DESCRIPTION:** A responsive redesign of Habitat's website included not only a new look for the site, but also the development of features that allow the magazine to increase engagement and develop new streams of revenue. The redevelopment focused on creating an effective platform for innovation, particularly in the following areas: content monetization, self-managed subscriptions and print fulfillment integration, advertisement management, revenue generation and editorial management.

**ENTRY IMPACT:** Habitat's redesigned website resulted in a dramatic increase in subscription sales and overall revenue. With the new site, Habitat was able to start adding and selling sponsored video features, which now comprise 33% of its web revenue stream. By giving consumers control over their subscriptions, Habitat saw a 400% increase in subscription revenue in 2017.

DIGITAL

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## HBR Whiteboard Sessions Harvard Business Review

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**PLATFORMS:** Facebook Live

**ELEMENTS:** Facebook Live show, expert guests, whiteboard, overlay graphics, HBR editor relaying questions from the Facebook Live audience

**ENTRY DESCRIPTION:** HBR's Facebook Live Whiteboard Sessions allow the brand to reach a global audience in real-time and engage with them in a truly interactive way. The format involves one or two experts explaining an idea directly to the camera, using visuals to offer important takeaways and inviting the audience to ask questions. The goal is to create an interactive, classroom-like experience. In 2017, HBR produced 64 Whiteboard Sessions with top experts from around the world, including industry leaders, consultants and professors from Harvard Business School, Wharton, MIT and INSEAD.

**ENTRY IMPACT:** Whiteboard Sessions' live audiences average between 400-800 concurrent viewers at any given time — and most of the live videos earn at least 40,000 views over time plus thousands of likes and hundreds of shares and comments. The most popular videos earn around 100,000 views and hundreds of comments. Viewers come from dozens of countries across six continents, so HBR often schedules live videos based on global time zones to accommodate international viewers.



DIGITAL

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## Serving Up Trust in a Crowded Space Taste of Home

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**PLATFORMS:** Pinterest

**ELEMENTS:** Articles, slideshows

**ENTRY DESCRIPTION:** Searching for ways to strengthen its community and provide a positive, trusted environment for food-related content, Taste of Home developed beautiful Pinterest boards and pins to share recipes, offer culinary advice and feature home cooks and readers. They went through a complete overhaul of their image inventory to ensure they were sharing the most attractive photos to tell their story and build an original variety of templates to share these images in the best way possible.

**ENTRY IMPACT:** The numbers Taste of Home saw from Pinterest referral traffic by the end of 2017 were beyond their expectations, exceeding all social traffic goals and increasing revenue for the brand. A few highlights (as of December) include: Pinterest is up 107% in visit referral traffic and 114% in page view referral to TasteOfHome.com month over month. Taste of Home is the #2 most engaged magazine brand on Pinterest, according to MPA's Brand Audience Report.

DIGITAL

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This Old House Insider  
This Old House Ventures

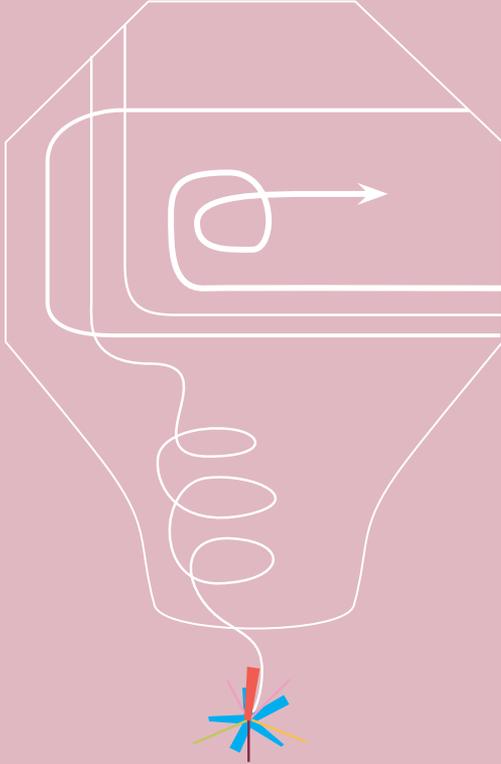
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**PLATFORMS:** Member website

**ELEMENTS:** Access to 750+ episodes of *This Old House TV*, *New Yankee Workshop* episodes, This Old House magazine archive, live Q&A sessions with the TV cast, weekly giveaways, live webcams, "Tommy Awards" - win a spot on Ask This Old House by submitting your home-renovation photos, HomeAdvisor's Home Concierge Program, significant discounts from advertisers, INSIDER newsletter, a year's subscription to This Old House magazine

**ENTRY DESCRIPTION:** This Old House Insider is a digital membership product launched a year ago, tapping into the "super fans" who want more. It was designed to deliver a strong value proposition to consumers that are passionate about home renovation. In a climate of looming cost increases, they developed an enhanced digital subscription program generating recurring revenue.

**ENTRY IMPACT:** This Old House Insider is a transformative product, generating premium-priced, recurring revenue using 100% credit-card-on-file.



### **THE IMAG COMMUNITY:**

MPA – The Association of Magazine Media has carved out a community of independent publishers to facilitate peer-to-peer convening, sharing and learning. Fueled by the passionate interest of enthusiast audiences, IMAG brands produce world-class content that captures the attention and loyalty of consumers. These brands continue to build, expand and monetize audiences and assets across platforms and formats.

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