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September 27th awards event: <http://minonline.com/awards/integrated/>

**FOR IMMEDIATE RELEASE**

## **Min Announces Finalists in Magazine Integrated Marketing Awards**

NEW YORK, NY (August 27, 2007) -- Media Industry Newsletter (min) and min's b2b have announced the finalists in this year's Integrated Marketing Awards program recognizing outstanding multi-platform advertising programs among magazine media companies. The IMA winners, Honorable Mentions and Platinum winners will be announced September 27<sup>th</sup> at an awards breakfast in New York.

The Platinum Award winners for excellence in multi-year programs are:

- Bonnier Corp & Field & Stream's Heroes of Conservation Awards
- PEOPLE - People's Sexiest Man Alive

The Integrated Marketers of the Year winners are:

- Steve Carlson, Associate Media Director, StarLink Worldwide
- Yung Moon, Executive Director of Creative Services, SELF

These winners will be honored at the awards breakfast. The winners and honorable mentions in the following 11 awards categories will be announced during the September 27 awards breakfast at the Grand Hyatt in New York.

The finalists are:

### **Custom Publishing Project**

- MindShare - American Express - The Ticket
- Sports Illustrated KIDS - Sports Illustrated KIDS and Pepsi
- Starlink Worldwide & Heidelberg USA "See It To Believe It"
- Wired Media - Pfizer Creative

### **Customized Web Site/Microsite**

- Condé Nast - Wired Media
- Smart Money - "Working and Living Green"
- Sprint Nextel Corporation - Sprint Business Time Inc. Integrated Program
- Successful Farming - High Yield Team

- Wired Media - Nokia Wi-Fi Program

#### **Event/New Event Program**

- domino - The domino Bazaar
- Hachette Filipacchi Media U.S. - Ford Fusion Studio D
- Men's Health - The Men's Health Urbanathlon & Festival
- NATIONAL GEOGRAPHIC Magazine - "Experience Parks and Conservation" Event
- Rodale Inc. - Lipton Live Well Challenge
- Successful Farming - Biofuels Forum
- Women's Health - Are You Game?

#### **Multiple Magazine Title Program**

- Reed Business Information - Mechatronics Zone
- Meredith Corporation - Walmart Inspired Home
- Meredith Corporation - K/BIS Destination Home: Everyday Gateways

#### **Print/Online Bundle**

- Allure - Allure Magazine & Aveeno Skin Brightening Scrub
- BusinessWeek- Sun Microsystems; Participating in the Business Conversation
- King Fish Media - Compass on Business
- Reader's Digest - Restful Reading
- Wired Media - Mediaedge:CIA Xerox Custom Cover Project

#### **Print TV or Radio Bundle**

- Allure - Allure Backstage
- Budget Travel Magazine - Arthur Frommers Budget Travel Choice Multimedia Program

#### **Print/Video/Web Bundle**

- Entertainment Weekly - Diet Coke's 25th Anniversary
- Meredith Corporation - GE: Beautiful Rooms Take Shape
- Starcom USA - Kellogg's Special K: "More Ways: Shape Magazine Partnership"

#### **Retail/Merchandising Tie-in**

- domino - The domino Bazaar

- SELF - Clarins and the SELF Challenge

### **Special Advertorial Section**

- ESPN - ESPN The Magazine Presents NASCAR: "The Life"
- Reader's Digest - "Service Stars" Four-Part Advertorial Series for U.S. Army
- Travel Weekly - New Orleans. Old World New Promise

### **Sweepstakes/Contest**

- Smart Money - "The Fantasy Portfolio Manager Challenge"

### **Total Integrated Program**

- Architectural Digest - "Architecture Days"
- Automotive News - SAP Thought Leadership Campaign
- ESPN - ESPN The Magazine's NEXT 2007
- Golf Digest Publications - Golf Digest/Golf for Women Signature Home
- Newsweek and BBC World - "World Challenge"
- PC Magazine - 24 Hours with the Nokia N800 Internet Tablet
- Reed Business Information - Professional Builder Show Village 07
- Rolling Stone Magazine - Heineken Celebrates Rolling Stone 1,000
- TV Guide Magazine - TV Guide/Orville "TV That Pops" Promotion
- Ward's Automotive Group - Ward's 10 Best Engines

The awards breakfast on Sept. 27 will feature entertaining commentary from many of the finalists and an awards ceremony co-presented by min and George Janson, senior director/print director at Mediavest:cia. Event tickets can be purchased at <http://minonline.com/awards/integrated/>

The fourth annual Integrated Marketing Awards program are presented by the min Group, which includes min, min's b2b, min magazine, min's Advertising Report, Sales Executive of the Year Awards and [www.minonline.com](http://www.minonline.com), min's Best of the Web Awards. Sponsors of the Awards include BPA Worldwide and ReadexResearch.

The winners will be profiled in a special issue of min's Advertising Report in September. To advertise in the special issue, contact min Publisher Debbie Vodenos at [dvodenos@accessintel.com](mailto:dvodenos@accessintel.com). For more information on min and its other awards programs, visit [www.minonline.com](http://www.minonline.com).

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