

New Media's *Plascon Colour* paints the town with PICAs

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New Media's *Plascon Colour*, winner of the Annuals, Directories, Product Guides and Supplements category, scooped the coveted Sappi PICA Premier Customer Magazine of the Year Award at MPASA's 37th annual industry event.



A showcase for the latest colour forecasts as well as a guide to inspire readers to be more adventurous with paint and colour, judges described the magazine as "true to its theme throughout, lots of colour... it turns a grudge purchase into a desirable style statement."

This is the second time the group has taken top honours in the Customer Magazine of the Year category, thus reaffirming their position as the country's leading customer publisher.

Taking customer publishing to the next level, New Media's customer titles are also beginning to squash any notion that a customer title cannot compete with consumer titles.



Mandy Allen,
Plascon Colour
editor.

Plascon Colour is available on shelves usually reserved for the consumer counterparts and due to the magazine's success, *Plascon Colour* manager Anne Roselt has given the go-ahead to New Media to increase the publishing schedule from an annual publication to biannual. Issue Two will be available from 6 December.

At the Sappi Pica awards in 2003, 2004 and 2005 New Media won more awards than any other publishing company in South Africa, including premier awards for innovation and design.

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