



American Society of
Business Publication Editors

29th Annual National
*Honors and
Azbee Awards
of Excellence*
for 2007



Presented
August 2, 2007
The Roosevelt Hotel
New York, N.Y.

ASBPE MISSION

Founded in 1964, the American Society of Business Publication Editors (ASBPE) is the only professional association in the United States exclusively for full-time and freelance editors and writers employed by business, professional, association, and trade magazines, newsletters, and business-to-business digital publications.

OUR MISSION

Our focus is on helping editors develop better editorial and editorial management skills, as well as a better understanding of sales, circulation, marketing, production, and the Internet, all of which enhance our members' performance and prepare them to play larger roles in their publishing organizations.

The Society provides a forum for the exchange of ideas for the advancement of the profession and for members to solve common problems.

At ASBPE, editors are not an afterthought; they are our only thought.

WHAT WE DO

The Society offers its members and the business press many benefits.

ASBPE is widely known for its annual **Azbee Awards of Excellence** contest in editorial and design for magazines, newsletters, and digital publications. Awards are given in 57 categories, most on both a national and regional level. The contest is the largest and most competitive of its kind in our market. Members get entry discounts.

Among the Society's top awards are the **Magazine of the Year**, **B2B Web Site Publication of the Year**, the **Lifetime Achievement Award**, and the **Stephen Barr Award**, the latter for individual feature writing.

The association's **National Editorial Conference** every summer provides networking and educational opportunities at a significant value over other

related industry meetings. Conference speakers are cutting-edge experts not often seen elsewhere. Members get a discount.

Especially valuable are our regular educational meetings held around the country at ASBPE **local chapter meetings** in Atlanta, Boston/New England, Chicago, Cleveland, Dallas/Fort Worth, Denver, Houston, Kansas City, Michigan, New York, Southern California, Northern California, Twin Cities, and Washington, D.C.

The Society publishes a **membership newsletter** filled with association news, how-to articles, and original research to help editors do their work more effectively.

Our **Web site** at www.asbpe.org is a complete resource about the association and its chapters, along with special features, such as an **editorial job bank** where companies may list job openings for free.

Especially valuable is the **members-only section** of the Web site, which presently has

- 1) a **discussion forum** where members can seek advice,
- 2) a **membership directory** with sorting features,
- 3) **exclusive research** into editorial salaries, editorial ethics, workplace practices, job satisfaction, editorial boards, and ad/edit issues, and
- 4) **how-to, instructional articles**.

Also on the Web site is our recently revised **Guide to Preferred Editorial Practices**, which earned ASBPE 2007 honors from *Folio*: magazine as among the 40 "industry influencers" for helping set ethical standards that serve the digital side of the business. The site also has a large number of **links to other editorial-related sites**.

ASBPE also **offers discounts** for other editorial-related educational services, books, and workshops.

ASBPE expands in the digital world

By Tina Grady Barbaccia
2007 Awards Competition Chair

The digital age

makes our jobs as journalists more important than ever.

Delivering information in a timely, accurate, and ethical manner is tougher — we are always on deadline. But the same standards that apply to print must apply to the Internet.

The American Society of Business Publication Editors (ASBPE) recognizes that the role of editor and designer has grown as they must use new information platforms with savviness. They deserve to be commended.

Consequently, ASBPE has added more digital categories to reflect what editors and designers do every day. Azbee's Multi-Platform category is a harbinger of categories to be formed in the future. However, we've also added five digital awards and made other category changes that reflect the special niches for which we are responsible.

The Overall Web Publication category has been renamed as B2B Web Site Publication of the Year, making that online winner the companion to the Azbee Magazine of the Year. The E-newsletter category has been renamed as E-newsletter, General Excellence.

The growing importance of digital is reflected in the 350% growth in digital entries since 2000, corresponding to an increase from five to 13 categories.

ASBPE also added nine print magazine and newsletter categories to reflect more of the specialties with which editors and designers must deal.

This year's Azbees again were ex-



tremely competitive, with 2,600 entries, the third-highest ever. Our contest is tough. We judge for consistency over time in some categories, or we seek more than one article on an issue. We believe this makes our award program even more valuable to the industry, and more prestigious as well. You, as winners, are the cream of the crop in B2B. But our contest also serves to create benchmarks for improvement — part of ASBPE's continuing education role.

This year, ASBPE's Lifetime Achievement Award honors Jan White. A visionary for visual journalism before the concept became popular, now he is getting credit he deserves for advancing what are today accepted standards of design.

Our Magazine of the Year and B2B Web Site Publication of the Year winners also deserve applause for reaching the top of their fields.

We also honor our Young Leaders Scholarship winners. As our future, they carry our hopes for continued excellence in this profession we love.

Finally, thanks to our staff: Janet Svazas, Holly Lundgren, and Robin Sherman; our contest judges; and all the volunteer national and chapter board members for their intensive work. And to the nearly 800 ASBPE members and others who support our organization, we are happy to present these winners on your behalf.

Tina Grady Barbaccia is immediate past president of ASBPE's Chicago chapter. She is senior editor of James Informational Media Inc.'s *Aggregates Manager*. She has previously worked for Dana Chase Publications, Advanstar Communications, Cahners Business Information, and Meister Media.

ASBPE NATIONAL OFFICERS

Roy Harris, ASBPE national president, is a senior editor at The Economist Group's Boston-based *CFO* magazine, where he has been since 1996. Prior to that he spent 23 years at the *Wall Street Journal*, including six as deputy chief of its 14-member Los Angeles bureau.

He retains a passion for the newspaper business, and his book *Pulitzer's Gold*, about a century of newspaper public-service journalism, is due out shortly from University of Missouri Press.

Harris chaired the ASBPE Awards of Excellence in 2003 and 2004, and helped establish the Stephen Barr Award.

He has bachelor's and master's degrees from Northwestern University's Medill School of Journalism.



Ira Pilchen, ASBPE's national treasurer, is special assistant to the president in the American Bar Association's Office of the President.

He was promoted to this position in February after serving eight years as editor of the ABA's *Student Lawyer* magazine, which has received several Azbees for editorial and design excellence.

Pilchen has served as communications director at the American Judicature Society, as a writer and editor at *The Daily Illini* at the University of Illinois, and as an adjunct journalism instructor at Chicago's Columbia College. He was also treasurer of ASBPE's Chicago chapter.



Portia Stewart, ASBPE's national vice president, is editor of *Firstline*, a business magazine for veterinary support staff members, at Advanstar Veterinary Healthcare Communications, Lenexa, Kan.

Formerly, Stewart served as managing editor of Advanstar's custom communications, where she produced special supplements, newsletters, and custom publications for the veterinary industry.

Before that, she was managing editor of *Veterinary Economics*, the business journal for practicing veterinarians.

She is a past president of ASBPE's Kansas City chapter.

Stewart graduated from the University of Kansas in 1999 with a bachelor's in magazine journalism.



Robert Freedman, ASBPE immediate past president, is senior editor of *Realtor*, published by the National Association of Realtors (NAR).

Freedman is editor of ASBPE's *Best Practices of the Business Press* (Kendall/Hunt Publishing), and coeditor of ASBPE's *Journalism That Matters* (Marion Street Press), an ASBPE/TABPI book on how business-to-business editors change the industries they cover. He is a past president of our Washington, D.C., chapter.

Freedman came to NAR from Alexander and Edwards Publishing in San Francisco, where, as associate editor, he managed content for two monthly housing finance magazines, *Apartment Finance Today* and *Affordable Housing Finance*.



ASBPE STAFF

Janet Svazas, ASBPE executive director, has worked for the Society's management firm, Association Management Systems in Wheaton, Ill., for seven years, where she has executive management responsibilities for other associations as well.



Svazas began her association career 19 years ago at the American Heart Association, where she managed several committees including CPR, Advanced Cardiac Life Support, and Electrophysiology. She was also the manager for the first Women and Heart Disease Conference.

Svazas then spent seven years at an association management company handling administration, customer service, trade shows, conferences, and client management.

Robin Sherman, ASBPE associate director and newsletter editor, has served as program chairman of many of the Society's national editorial conferences, directs the association's research program, and sits on numerous Society committees.



Sherman also consults and freelances in publication content development, organization, layout and design, and speaks and gives workshops.

For 11 years, Sherman directed the content and design of more than 50 titles and a number of launches for former business magazine publisher, Argus Inc. He was also editor/associate publisher of *Adhesives Age*, and spent six years as a newspaper journalist, including at the daily *Atlanta Constitution*, working as a reporter, copy editor, and layout editor.

He has a master's in journalism from the University of Georgia.

Holly Lundgren, ASBPE administrative director, manages the Society's database and coordinates our Azbee Awards of Excellence competition. She has worked with ASBPE



since 2002 when she began work at Association Management Systems, the company that manages ASBPE. She manages several AMS clients.

Lundgren began her association management career with the 6,000-member Council of Logistics Management, a professional association for logistics managers. Her duties included working with sales and inventory control of the association's various publications, from journals to software studies. She also handled the on-site management of their annual conference.

Martha Spizziri, ASBPE's Web editor, works as a freelance editor, writer, and Web site designer. She is also vice president of ASBPE's Boston/New England chapter and has been active in the Society since the 1980s.



Spizziri started her publishing career in 1984 with Cahners Publishing Co. (now Reed Business Information). She has been an associate editor, a production editor, a managing editor, and a Web editor. Publications she has worked on include *Logistics Management*, *Digital News & Review*, *Modern Materials Handling*, and *Software Magazine*.

Spizziri has a bachelor's degree in English and a certificate in Web design, both from Boston University.

American Society of
Business Publication Editors

2007 Lifetime Achievement Award

Jan White

Visual Journalist, Publication Designer, Teacher, Author

Charismatic consultant emphasizes cooperation
between art and editorial, and service journalism.

He was a graphics editor before the term came into vogue. He was a visual journalist, in the broadest sense, before Google had 96,000 entries for the phrase.

Now Jan White, the charismatic 79-year-old consultant and publication designer, is this year's winner of the ASBPE Lifetime Achievement Award (LAA).

White received his honor at the Azbee Awards of Excellence banquet the evening of August 2 at New York City's Roosevelt Hotel.

Uniting design and editorial

For the first time, ASBPE bestows its lifetime achievement recognition on someone primarily from the design side of the business-to-business (B2B) publishing community.

Yet White long has been a leading voice for understanding between editors and art staff about the role they play together in the success of B2B publica-



tions around the world.

A major White tenet, in fact, is that “word-people must think visually and picture-people must think verbally.” In the symbiosis that results, designers and editors work together, understanding the vocabulary of both disciplines.

Combining their skills

helps the reader grasp information quickly and understandably.

“As professional communicators, our task is to achieve what our clients [readers] need, blending each of our specialties into one product,” White says.

“Our work may be judged by its excellence as splendid writing, innovative creativity, emotive image-making, but those are just *secondary* qualities, essential though they be. Our value to clients depends on how good we are at interpreting their problem, because that’s the very root from which our verbal or visual communication solution grows.”

Design a key to service journalism

While he doesn't hesitate to acknowledge that B2B magazines are commercial operations — not fine art or literature — White believes that skilled editors and graphic designers can combine to deliver well-designed information that is rational and logical, rather than primarily emotional, as some publication designers prefer. And as is true for so many great journalists, Jan White's views led him into the realm of service journalism.

Past LAA honoree Don Ranly, long-time service-journalism proponent and professor emeritus at University of Missouri School of Journalism, describes White thusly: "Jan White has always taught that the purpose of design is to enhance the message — nothing more, nothing less. No one, no one has done or taught that better."

Once, when someone approached White and said that she, too, was a designer, Ranly recalls, "Jan replied, 'Well, dear, I hope you grow up to be a journalist.'"

By his own count, White has given more than 1,800 seminars to publishers, editorial organizations, and technical associations around the world.

"Ask a regular attendee at ASBPE's National Editorial Conferences to list her or his favorite programs, and you're likely to hear Jan's name — and to see a smile," says ASBPE president Roy Harris, a senior editor at *CFO* magazine. "His way of combining common sense and the tough day-to-day requirements of making articles clear and psychologically appealing to readers is a model for teachers of journalism, as well as for writers on all educational topics."

A prolific author

White has consulted for numerous publishing companies and publications, including *National Geographic*, *the New York Times*, CBS, and the McGraw-Hill,

What others say

Noelle Skodzinski
Editor-in-Chief
Publishing Executive

When I hired Jan as a columnist for *Publishing Executive*, I knew I'd be getting a brilliant contributor. I did not know that I'd also be getting much more — a mentor whose quirky stories would continually remind me to work hard, but not TOO hard.

He once asked me, "What's more important, living or the job?" Then, he said, "The amazing thing is that if you choose 'living,' you'll do a far better job."

Jan seems to drain every last drop of enjoyment and humor not only out of life, but also out of work, and he has managed to help me do that as well, at least on most days.

In an e-mail he sent me after I had a particularly hectic few weeks, he wrote, "You are an editor, by God! Not a hamster. Editors are valuable for their insights and knowledge, and capacity to manipulate thoughts, not for the number of actions they can perform in a 14-hour day!"

I have benefited professionally and personally from my work with Jan, and I feel very fortunate that our paths in this life have crossed.

The industry has benefited immensely from his ongoing contributions; his books, columns, and lectures have inspired many of us and helped us create better products.

And, best of all, he has made us laugh in the process.

There is no question that he is a well-deserving recipient of this lifetime achievement award.

Advance, Reed-Elsevier, Webb, Meredith, Gorman, Intertec, Kalmbach, Bill Communications, Cygnus, and Dowden organizations. While he took on fewer design jobs for specific magazine titles after the late 1980s, his work continued in locations as distant as Brazil, England, Norway, Portugal, and Sweden.

“I worked with and for publishing companies and associations of various kinds, all over the world, and they showed me titles that I would comment on, suggest, cajole, beg, and generally excoriate, as required,” notes White. “Some I spent a day on, others 10 minutes after a lecture in a corner on a couch in the corridor. Those were the most useful consultations — always free! How can one not answer good questions? Besides, it is so much fun and maybe even good for our professions.”

He has taught courses on communication design at schools from New York to Anchorage, and for seven summers instructed at the University of Wisconsin—Madison.

White has 15 books to his credit, including *Editing by Design*, *Graphic Idea Notebook*, *Color for Impact*, *Using Charts and Graphs*, *Designing for Magazines*, and the *Xerox Publishing Standards*.

Since early 2006, he has been a regular columnist for *Publishing Executive* magazine. His articles have also appeared in *Folio*;, *Step-by-Step*, *Ragan Reports*, *Magazine Week*, and *Credit Union Marketing*. He has been a columnist for *Dynamic Graphics*, *Technique*, *Graphic Solutions*, *Computer Publishing*, and *EP&P*.

In *Editing by Design*, White examines how a magazine is “used” by the reader — offering a virtual lesson in physiology, psychology, and common sense. The book is in its third edition.

He presents the subject with the same verve, wit, and intellectual stimulation that color his conference sessions

Bert Sugar
Editor/Publisher
[FPO] Magazine
Aurus Design

Long before I met Jan White, I already knew how he thought. His book, *Editing By Design*, was required reading for my publication design classes at American University, not because of the specific content (although it was — and remains — practical and poignant) but because the overall philosophy of serving editorial content and reader needs is a great antidote to the self-involved narcissistic tendencies of young designers.

When I finally met Jan at Folio: Shows in New York where we presented, I was both impressed and humbled at his engaging presentation style and his persuasive argument that only design and editorial working together will fully involve readers.

Indeed, at one show in Chicago in the mid-90s when Jan was stranded at home by a snowstorm, I filled in for him on an hour’s notice; an easy task since so much of the material echoed my own philosophy of design. Hardly a coincidence.

Roberto Civita
Chairman and Editor-in-Chief
Editora Abril

Jan is unquestionably the wisest, most pragmatic, and best designer that we at Editora Abril have ever had the good fortune to work with.

With his impeccable good taste, creative panache, warm wit, and practical advice, he has contributed to making our publications better at communicating with their readers and trained a few generations of edi-

and workshops. And, of course, he shares his gifts with audiences both visually and verbally.

Now living in Westport, Conn., where he tries to hide from magazines by sculpting, he still finds time to speak and to write. He has degrees in architecture from Cornell and Columbia Universities.

But it was during White's first job as a temporary draftsman for *Architectural Forum* that he fell in love with making magazines. That "temporary job" lasted 13 years, as he moved from *Architectural Forum* to become art director of its sister publication, *House & Home*.

His first talk on the relationship of designing to editing was delivered to the

New York Business Press Editors' Association in 1958.

In 1995, White was awarded the Swedish Word and Picture Academy's Lidman Prize "...for his extensive authorship and exceptional services to design education."

Lasting advice

In a recent interview in *Publishing Executive*, White suggests that the way to approach readers/clients is "not to be creative.... Cool it — solve the client's problem. Don't build monuments to yourself, don't decorate.... Simplify.... Understand the message so you can express it clearly. Understand what your reader buys your product for."

tors to deal constructively with their art directors and magazine design. Our only regret is that he doesn't live in Brazil!

Thomaz Souto Corrêa
Vice President,
Editorial Committee
Abril Group

I consider it very appropriate for an editors society to name Jan White for such a prestigious award. Because I don't consider Jan merely a designer or a professor. Jan is one of the best editors I have known, and we have been working for a lifetime together.

Since he came for the first time to Brazil, to lecture for our editors and designers, he revolutionized the way we work, with an obvious and clear concept: The success of any magazine lies in having their editors and designers working together for the benefit of the reader.

Not a surprise that the first word he learned in Portuguese was *bagunça*, or "what a mess"... It was a mess.

Thanks to him, not anymore.

Blake R. Kellogg
Professor Emeritus
University of Wisconsin-Madison

One day, in one of my seminars, a newspaper writer told me he recently attended a seminar conducted by Jan White. My newspaper friend said, "He's really good." I purchased a book by Jan White entitled *Editing By Design*. It was a revelation!

In that one book, which was Jan's first, published in 1975, he set forth all of the major principles of design for periodicals. Not only did the book provide a wide array of recommendations and guidelines, but it was written in a conversational, easy-to-read style. For me, it was comparable to finding the "Holy Grail." The book was a wonder to behold! After that, Jan's book was required reading for all of my periodical design classes.

Two years later, Jan published a sequel entitled, *Designing for Magazines*. Just like its predecessor, it, too, contained all the advice that any editor would ever need to know. And, it, too, became required reading.

In his own write....

■ “To test the effectiveness of a headline, read it out loud, then ask ‘So what?’ If the answer is . . . “Not much,” then it isn’t involving enough. . . . Dead titles are products of lack of thought . . . regardless of the puns or cleverness of wording.”

■ “Clusters of short elements pull better than long essays.”

■ “Use infographics to replace long descriptions. . . .”



■ “The skimmer should gather the gist of the story from the headline, deck, and subheads.”

■ “Nobody wants to read everything. Making it obvious that it is skippable implies permission *not* to read, which is psychologically comforting.”

Now in its third edition, *Editing By Design* (top) has become the bible of many a publication designer and editor. Jan White’s companion book, *Designing for Magazines*, has achieved similar stature.

It finally occurred to me that if Jan’s books were so good, perhaps it would be useful to have the author of those books present a one- or two-day seminar on periodical design. So, I contacted Jan White, and he agreed to come out to the University of Wisconsin-Madison to conduct a one-day seminar for newspaper and magazine writers, editors, and publishers.

At the first seminar, about 125 people attended. The responses from all of the professionals attending the seminar were universal in their praise.

We invited Jan White back to the University for several repeat performances. Ever after his first presentation, he conducted a two-day seminar to a packed house of 200 professionals.

Always, his style of communication was magnetic. He captured his audience right from the start, and held them for eight hours, two days in a row. And, always, he received rave reviews.

Jan White is not only a remarkable and talented periodical designer, but he is a gifted writer and an extraordinary “communicator.”

In my opinion, he is virtually with-

out peer in his talent not only for graphic design, but in his ability to communicate his message.

Vern Henry
Corporate Editorial Director
Advanstar Communications
2001 ASBPE Lifetime
Achievement Award winner

Even though we’ve never met, I feel I know Jan White personally through his teachings and our mutual friend, Don Ranly (Professor Emeritus, University of Missouri School of Journalism and 2005 ASBPE Lifetime Achievement Award winner).

Jan’s contributions in understanding the reader and his practical design techniques that advance the story have been the cornerstone of Advanstar’s Editorial Audit program for years. I think Jan’s workshop handouts and textbooks should be a part of every designer’s and editor’s toolbox. His common-sense design approach captures readers with a verbal and visual blend. Jan has indeed perfected the art of magazine making.

ASBPPE

Magazine of the Year

circulation 80,000 or more

Builder

Editorial Director

Boyce Thompson

Editor-in-Chief

Denise Dersin

Design Director

Edwin C. Malstrom

Managing Editor

Deborah Leopold

Senior Editor

John Caulfield

Senior Editor

Pat Curry

Senior Editor

Michele Mariani

Senior Editor

Nigel F. Maynard

Senior Editor

Jenny Sullivan

Senior Editor

Steve Zurier

Assistant Art Director

Christopher Byrne

Graphic Designer

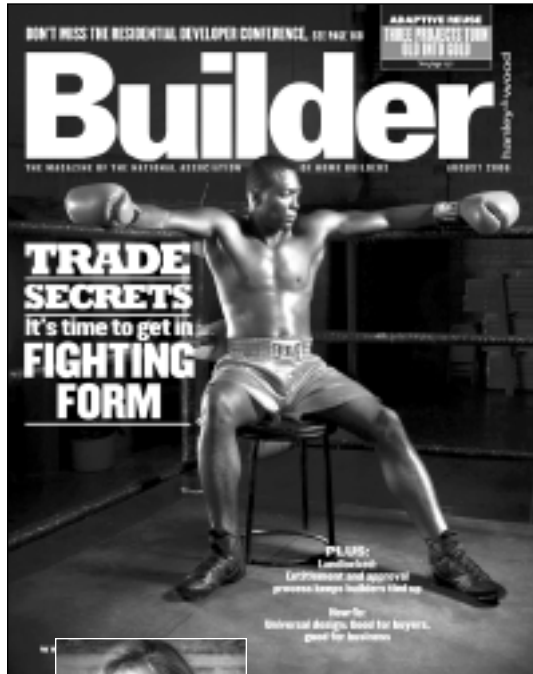
Philip Cottrell

Associate Editor, Copy

Braulio Agnese

Special Projects Manager

Loretta Williams



Editor-in-Chief,
Denise Dersin

What the judges said

“Editorially challenging — takes gutsy approaches to issues — examines major national issues and their affect on readers — transcendent reporting — meets its mission well — great typography.”

ASBPPE

Magazine of the Year

circulation less than 80,000

Public CIO

Editor-in-Chief

Dennis McKenna

Editor

Tod Newcombe

Associate Editor

Steve Towns

Associate Editor

Shane Peterson

Assistant Editor

Jessica Jones

Managing Editor

Karen Stewartson

Chief Copy Editor

Miriam Jones

Design Director

Kelly Martinelli

Graphic Designer

Crystal Hopson

Graphic Designer

Michelle Hamm

Illustrator

Tom McKeith



Editor,
Tod Newcombe

What the judges said

“Top tier — compelling information everyone has an interest in — brings ordinary subject matter to higher level — goes above and beyond — great magazine without flaunting itself — appears effortless — reader friendly.”

Magazine of the Year Honorable Mentions

circulation 80,000 or more

BusinessWeek



Editor-in-Chief
Steve Adler

Executive Editor
John Byrne

Chief Economist
Michael Mandel

Atlanta Correspondent
Brian Grow

San Mateo Correspondent
Ben Elgin

Assistant Managing Editor
Paul Barrett

Staff Editor
Lindsay Gerdes

Associate Editor, Louis Lavelle

Senior Writer, Peter Burrows

San Mateo Bureau Chief
Robert Hof

Senior Correspondent, Hong Kong
Bruce Einhorn

Teacher



Editor & Publisher
Virginia B. Edwards

Executive Editor
Scott J. Cech

Art Director
David Kidd

Editor-At-Large
Rich Shea

Associate Editor
Denise Kersten Wills

Assistant Editor
Laura Donnelly

Congratulations to the rest of the Top 10 (in alphabetical order)
*CFO, CIO, Federal Computer Week, IEEE Spectrum, MyBusiness,
Network World, PC World*

Magazine of the Year Honorable Mentions

circulation less than 80,000

QSR



Editor

Sherri Daye Scott

Art Director

Victoria Bartelt,

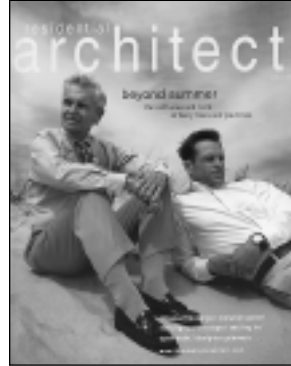
Assistant Art Director

Matt Fasnacht,

Editorial Intern

Alima Abubakari,

Residential Architect



Editor

S. Claire Conroy

Design Director

Judy H. Neighbor

Managing Editor

Marla Misek

Senior Editor

Meghan Drueding

Senior Editor

Nigel F. Maynard

Associate Editor

Shelley D. Hutchins

Senior Contributing Editor

Cheryl Weber

Associate Art Director

Maria Bishirjian

Assistant Art Director

Kay Engman

Senior Graphic Designer

Mojgan Hajmohammadali

Congratulations to the rest of the Top 10 (in alphabetical order)
*Big Builder, CSO, Health Leaders, Meetings & Conventions, Presstime,
The Scientist, Storage*



Web Publication of the Year

PCWorld.com

Editor-in-Chief

Harry McCracken

Editor

Ramon McLeod

Editor

Ed Albro

Managing Editor

Kimberly Brinson

Creative Director

Robert Kanen

Art Director

Barbara Adamson

Test Center Director

Ulrike Diehlmann

Executive Editor

Alan Stafford

Deputy Art Director

Pierre Granier

Senior Editor

Anne McDonald



Editor-in-Chief,
Harry McCracken

What the judges said

“Well-organized, authoritative, informative and entertaining. Inventory of how-to videos is a big plus. The presence of video for describing tips, test drives, and case studies, coupled with interactive attributes such as polls and tips from readers, enable PCWorld’s Web site to be one of the most useful Web sites of its kind. Clean look backed by solid content.”

Web Publication of the Year Honorable Mentions

CFO.com



Editor-in-Chief
Julia Homer

Editorial Director
Tim Reason

Deputy Editor
David M. Katz

Senior Editor
Marie Leone

Senior Editor
Roy Harris

Assistant Editor
Sarah Johnson

Staff Writer
Helen Shaw

Reporter
Alan Rappeport

Contributing Editor
Stephen Taub

Copy Editor
Deana Colucci

eWeek.com



Editorial Director
Eric Lundquist

Director of Editorial Operations
Scot Petersen

Editor
Debra Donston

Art Director
Stephen Anderson

Chief Technology Analyst
Jim Rapoza

Managing Editor
Rick Dagley

Senior News Editor
Jeff Burt

News Editor
John Hazard

News Editor
John Pallatto

Associate Art Director
Paul Connolly

Senior Designer
Chip Buchanan

Macworld.com



Vice President, Editorial Director
Jason Snell

Executive Editor, Online
Philip Michaels

Online Managing Editor
Curt Poff

Macworld.com News Director
Jim Dalrymple

Senior Editor
Peter Cohen

Senior Editor
Rob Griffiths

Senior Editor
Christopher Breen

Senior Editor
Dan Frakes

Congratulations to the rest of the Top 10 (in alphabetical order)
ENR.com, fcw.com, RCPmag.com, Redmondmag.com, StudioDaily.com, workforce.com

“Inventiveness. Insight. Balance. Depth. Impact.”

THE FOURTH ANNUAL

Stephen Barr Award for Feature Writing



David McClintick

For his feature article “How Harvard Lost Russia”
In *Institutional Investor*, January 2006

David McClintick is the consummate investigative reporter, known for works like 1982’s National Book Award finalist *Indecent Exposure* — his gripping study of the film industry — and for definitive magazine reports written for such publications as *Forbes* and *Vanity Fair*.

For *Institutional Investor*, his examination of Harvard University’s disastrous contract to help privatize financial markets in parts of the former Soviet Union took readers back to the fascinating time in the early 1990s when Russia stumbled toward establishing a free-market economy in Eastern Europe.

McClintick focused on the depths of global political intrigue and corruption, but taught as much about the heights of hubris. Harvard had let professors engage, unchecked, in self-dealing as they became entangled in the malaise. Emerging for *II* readers was Harvard’s “apparently limitless arrogance,” as one Stephen Barr judge put it. “In addition, this article provided a very rare view of the process of moving to a market-based economy without any of the infrastructure we in

industrialized cultures take for granted.”

The judges were also impressed with the story’s impact. While the eventual downfall of Harvard president Lawrence Summers had complex causes, this article clearly was in the mix. And certainly, its readers will never view Harvard in quite the same way.

As for the style of this detailed 20,000-word article, nearly two years in the making, one judge said: “It was a beautiful narrative, illustrating the most distinctive writing to go with great reporting.” McClintick, a *Wall Street Journal* writer before he began elevating the investigations of the magazine business, is a 1962 Harvard graduate himself.

He told an interviewer after this piece got national attention that he was drawn to the topic because “you had this very small group of exceptionally brilliant people, very young people, basically trying to save Russia and then an even smaller group corrupting the enterprise. The wheeling and dealing and the internal dynamics of the group are fascinating.”

The Stephen Barr Award is named for one of the ASBPE’s most honored journalists, who died of cancer in 2002 at the age of 43. Unlike other ASBPE awards, it honors individual writing from among the best entries in all editorial feature categories, especially work that reflects inventiveness, insight, balance, depth of investigation, and impact on readers. A check for \$500 accompanies the award, endowed by Stephen Barr’s parents.

■
**PRINT MAGAZINE
EDITORIAL AWARDS**
■

■
BUYERS' GUIDE—ANNUAL
circulation less than 80,000

Gold

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December 2006
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**Residential Architect
Architects' Choice**
April 2006
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May 2006
Zach Phillips, Andy Williams,
Frank Alkyer, Kevin Maher,
Charles Fuller

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David M. Katz, Joseph McCafferty

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October 2006
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"The Long Road Back"
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"Inside the Toyota MR-50"
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February 2006
Wendy A. Jordan, Michael Morris,
Judi Damm, Larry Nigh

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"Serious Pain"
December 2006
Deborah Gage, Kim S. Nash,
Sean Nolan

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Allan Holmes, Abbie Lundberg,
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Margaret Locher

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Laton McCartney, Sean Nolan

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Judgement Keeps Gov from BIO”

March 31, December 8, 2006

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“From the Editor”

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S. Claire Conroy

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Federal Computer Week

“Is GSA Worth Saving?”;

“Transforming Transformation”

March 13, November 20, 2006

Christopher J. Dorobek,

Florence Olsen, John S. Monroe,

Michael Protos, John Klossner

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“Turbulent Times”;

“Keep 'Em Happy”

June, September 2006

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BusinessWeek

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Travel Weekly

“Travel and Money:
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Travel Weekly Editorial Staff

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Best’s Review

“Coping with Catastrophe”
July/August/September/October 2006
Bonnie Brewer Cavanaugh, Rick
Cornejo, Ron Panko, R.J. Lehmann

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November 2005, January 2006
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Steve Traynor

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Linda Longton, Max Heine,
Andy Duncan, Steven Mackay,
Avery Vise

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Commercial Carrier Journal

“Data Mining”
September, October, November 2006
Aaron Huff, Avery Vise,
Dean Smallwood, Jeremy Fladstol

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June 2006
Sean Kilcarr, David Cullen, Wendy
Leavitt, Dan Zeis, Marilyn Wilson

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Modern Healthcare

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October/November/December 2006
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Ron Panko, Chris Grier,
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Modern Healthcare

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September 18, 2006
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Gary Thill, Rin-Rin Yu, Tim Bobko,
Linda G. Green

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Pool & Spa News

"Cracking the Code"

January 23, 2006

Erika Taylor, Rebecca Robledo,
Rhonda J. Wilson, Henry Olivas

Bronze

Studio/monthly

*"How: Blend Cinema 4D Elements with
2D After Effects Animation
For a '2.5D' Look"*

August 2006

Beth Marchant, Linda Romanello,
Matt Armstrong, Sharen Conway,
Brad Tucker

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"Get It Done"

March 2006

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Chuck Paustian, Robert Freedman,
Kelly Quigley

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January 2006

Rich Binsacca, Edwin C. Malstrom,
Deborah Leopold, Denise Dersin

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May 2006
Lisa McTigue Pierce

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June 2006
Justin Schack

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Mary Lester, Catherine Mallen,
Christopher Lynch

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May 29, 2006
Adrienne Carter

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Doug Barney, Michael Desmond,
Kathleen Richards, Chris Kanaracus,
Wendy Gonchar

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Kim Aaronson

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Julia Homer

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Brett Hansen, Karen Trimbath, Jeff L.
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May 2006
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“Staying Power”
May 2006
Michele Mariani, John Caulfield,
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PC World

“The Best Companies to Buy From”
January 2006
Jeff Bertolucci, Grace Aquino,
Andrew Brandt, Edward N. Albro,
Sally Zahner

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InfoWorld

“InfoWorld 2006
Compensation Survey”
June 12, 2006
Jason Snyder, Richard Gincel

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Building Products

“Kitchen Products Review”
*May/June, July/August,
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Jean Dimeo, Linda C. Lentz,
Sharon O’Malley, Megha Rajagopalan,
Jennifer Goodman

Silver

Building Products

“Interior Products Review”
*March/April, May/June,
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Jean Dimeo, Sharon O’Malley,
Monica Soladay, Jennifer Goodman,
Evan Potler

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Construction Equipment

“Buying File”
August, September, October 2006
Larry Stewart, Walt Moore,
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Departments, Rex Farrance,

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Heavy Duty Trucking

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March, April, May 2006

Steve Sturgess, Tom Berg,

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January 2006; September 2006

Chaz Miller

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Bill Langer, Therese Dunphy,

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“Peddling the Re-Cycled Life”;

“Insurance? What’s the Use?”

September 15, December 1, 2006

Roger Crombie

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American Medical News

“Legal Risks for Giving Free Medical
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Limit Physical Therapy”

March 13, November 13, 2006

Bonnie Booth

Silver

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“How Indispensable Should You Be”;
“One Sure Way to Fail”

October 2, November 6, 2006

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Athletic Business

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April, October 2006

Andrew Cohen, Katy Williams

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David Sedgwick

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David Sedgwick

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September 2006

Diane Toops

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Harvey King

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Overdrive
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Pamela L. Moore, PhD

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Neil Roiter, Sr., Michael S. Mimoso

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Michael A. Gips

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“Copyright It”; “Loan Fraud Alert”
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“Food”
September 15, October 1, October 15, 2006
Patricia B. Dailey, Scott Hume,
Allison Perlik, Kate Leahy

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February, March, April 2006
Dennis O’Reilly, Eric Dahl,
Rex Farrance, Tracy Yee-Vaught,
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The American Lawyer
“The Pro Bono Report”
July 2006
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The American Lawyer
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February 2006
Amy Singer, Aric Press, Elizabeth Amon,
Carlyn Kolker, D.M. Osborne

Bronze
New York Construction
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September 2006
Tom Stabile

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“Innovation for Growth”
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September 2006
Jamie Gooch, Sue Porter,
Cassie Parkhill

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February 2006
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May 15, 2006
Jay Blickstein, John Moore,
Deborah Gage, John McCormick,
Todd Spangler

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“Economic Outlook”
Mid-November 2006
Denise Dersin, Edwin C. Malmstrom,
Deborah Leopold, Pat Curry

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**Transmission &
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“United States and Mexico
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August 2006
Rick Bush, Vito Longo, Emily Saarela,
Carrie Parsons, Susan Lakin

Silver
GPS World
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To High-Power Microwaves”
April 2006
Alan Cameron, Terri Mellon,
Tracy Cozzens, Stanley F. Williams

Bronze

Aquatics International

“Air Sickness”

October 2006

Gary Thill, Rin-rin Yu, Tim Bobko,
Linda G. Green, Henry Olivas



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CFO

“XBR-What?”

February 2006

Alix Nyberg Stuart, Scott Leibs,
Julia Homer

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October 2006

Becky Waring, Elliott Kirschling,
Yardena Arar, Tracy Yee-Vaught,
Beth Kamoroff

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Farm Industry News

“Animal Trackers”

February 2006

Lora Berg

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California Real Estate Journal

November 27, December 4,

December 11, 2006

Michael Gottlieb, Julie Leupold, Mandy
Jackson, Ron McNees,
Keeley Webster, Julie Nakashima

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Healthcare Life

Safety Compliance

March, April, May 2006

Scott Wallask

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Self-Employed

March/April, May/June,

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Maureen Petron, Robert Hughes



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California Real Estate Journal

“TESCO”; “Immigration”

October 2, May 8, 2006

Michael Gottlieb, Julie Leupold,
Mandy Jackson

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Air Conditioning, Heating &

Refrigeration News

“Women and Smoking

In the HVAC Industry”

September 25; October 23 2006

Mark Skaer

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“Cash is King”

July/August 2006

Maureen Petron, Robert Hughes



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Gold

Legal Report

“Criminal Background Checks
For Employment Purposes”

July/August 2006

Gregory M. Davis

Silver

Case Management Monthly

“Creating a Collaborative Setting
To Help Enhance Throughout

November 2006

Jeff Anderson

Bronze

The Staff Educator

“Ghosts, Skeletons, and a Few Screams:
Welcome to Annual
Competency Training”

October 2006

Michael Briddon, Rebecca Hendren



ORIGINAL RESEARCH

Gold

Credit Investment News

“Credit Investment News Best Trading
Desk Awards

2006 Supplement”

May 29, 2006

Steve Murray, Kristen Haunss

Silver

Money Management Letter

“SSgA Leaves Competitors
In the Dust”

March 13, 2006

Emma Blackwell, Louis Pope

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Multistate Tax Report

“2006 Survey of State Tax Departments”

April 28, 2006

BNA State Tax Editorial Staff



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Brian's Brain

Brian Dipert, Matthew Miller,
Maury Wright, Margery Conner,
Melissa Annand

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IT Blogwatch:

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Advice Line

Bob Lewis

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Electronic Design Europe

Paul Whytock, Dimitrios Bastas,
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George M. Eberhart, Karen Sheets,
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Daniel Kraus

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Robert Scally

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Greenhouse Grower Benchrunner

Brad Kenney, Joe Winans

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Modern Healthcare Daily Dose

Lisa Scott, Patrick Shrader

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Robyn Hessinger, Craig Johnson,
Joyce Routson

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Debra Vogler, Bob Haavind,
Phil LoPiccolo

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Kelly Quigley, Kristin Paxton

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Joyce Chutchian



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BusinessWeek.com Staff

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Justin Kestelyn, Lawrence Leung

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Lawn & Landscape Staff



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Silver

Information Security

Messaging Security School

Eric B. Parizo, Kristin Cipolletti,
William Hurley



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Henry Allain, Doug Barney,
Michael Desmond, Becky Nagel,
Rita Zurcher

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HREOnline

Anne Freedman, Matthew Kahn,
David Shadovitz, Kristen B. Frasch

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Technology & Learning Staff



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PC World.com

“Censorship, Human Rights,
and Capitalism”

Anush Yeghazarian, Yardena Arar,
Tracy Yee-Vaught

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BusinessWeek.com

“September 11’s Economic Legacy”

Chris Farrell

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CFO.com

“A Vision Problem

At Top Audit Firms”

David M. Katz, Tim Reason



ORIGINAL WEB DATABASE

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“Top-Rated Products”

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Silver

Electrical Wholesaling

“EW Hot Spots”

Jim Lucy, Ann-Marie Wills,
Herm Isenstein, David Eckhart

Bronze

Scotsman Guide

“Wholesale and Commercial Mortgage
Lender Search Engines”

Scotsman Guide Staff

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Computerworld

“E-voting State by State”

Angela Gunn

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Ward’s Auto World

“Getting Mileage Out of Being Green”

Christie Schweinsberg, Bill Visnic

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CIO

“WINDOWS vs. LINUX vs. OSX”

Meredith Levinson, Elana Varon,
Margaret Locher, Emily Henderson,
Joe Nguyen

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BusinessWeek.com

“Top News Channel”

Peter Elstrom and
BusinessWeek.com Staff

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Human Resource Executive

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Anne Freedman, David Shadovitz,
Kristen B. Frasch

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Richard Merchan, Paul Andreini,
Susan Olsen

Bronze

Restaurants & Institutions

November 2006

Stacy Bryant

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CIO Decisions

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December 2006

Linda Koury

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June 2006

Gary Bernloehr, Jason Morton,
Carlton Ward Jr.

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Big Builder

“At the Cross Roads”

October 1, 2006

John McManus, Edwin C. Malstrom,
Stephanie Todd, Lee Roach

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CRN

“Top 25 Executives”

November 13, 2006

Jim Lawyer, Adeline Cannone,
Jose Tigani

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Builder

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August 2006

Edwin C. Malstrom, Jonathan Barkat

Bronze

Civil Engineering

“Landmark Reinvented”

April 2006

Jan Hilton

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**ANNUAL, BUYER’S GUIDE,
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November/December 2006

Jeremy Leff

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Benefits Selling

“2007 Buyer’s Guide for Brokers”

December 2006

Nancy Roy, Denis Storey,
Amy C. Cosper, Tamara Patterson

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RT Image

“RT Image 2007 Radiology Directory”

November 2006

Laurie Redd-Miller, Tom Schaffner

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FRONT COVER:

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Computerworld

“Next Gen – IT:

Reinventing the Data Center”

July 2006

April O’Connor

Silver

Baseline

“Baseline 500”

October 15, 2006

Joseph Caserto

Bronze

Oracle Magazine

“Special Edition for Windows 2006”

2006

Richard Merchan, Paul Andreini,
Susan Olsen

■
**FRONT COVER:
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Gary Bernloehr, Jason Morton

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October 2006
Bill Esler, Lisa Cross, Mark Vruno,
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Formulary
October 2006
Brian M. Smith, Tara Stultz,
Christy Krames

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COMPUTER GENERATED**
circulation 80,000 and over

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Network Computing
April 27, 2006
Peter Casella, Bob Powers,
Michael Schnaidt, Bill Mallon

Silver
CIO
July 1, 2006
Mary Lester, David Rosenbaum

Bronze
Government Computer News
June 19, 2006
Freudenthal Verhagen,
Chester Hawkins

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**FRONT COVER:
ILLUSTRATION**
circulation less than 80,000

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Boomer Market Advisor
December 2006
Nancy Roy, John Sullivan,
Amy C. Cosper, Tracy Donley

Silver
Strategic Finance
May 2006
Mary Zisk, Kathy Williams,
Neil Brennan

Bronze
National Real Estate Investor
October 2006
Jaun Mims, Matt Valley, Sibley Fleming,
Parke Chapman, John Herr

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CRN
February 27, 2006
David Nicastro

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Institutional Investor
May 2006
Stephen Christensen, Irene Ledwith

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CIO
May 15, 2006
Terri Haas, Christopher Koch

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Urology Times
August 15, 2006

Peter R. Seltzer, Richard R. Kerr,
Patricia M. Fernberg, Colleen M. Padia

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Transport Topics
April 24, 2006
Patrick Donlon

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Hotel & Motel Management
May 1, 2006
Amy B. Witek

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October 23, 2006
Chester Hawkins

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Computerworld
November 13, 2006
Stephanie Faucher, Owen Edwards

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Computerworld
July 31, 2006
Stephanie Faucher, April O'Connor

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Senior Market Advisor
October 2006
Nancy Roy, Mike Werling,
Amy Cosper, David Johnson

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Food Processing
September 2006
Food Processing Team

Bronze

Wellness Foods
April 2006
Wellness Foods Team

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BusinessWeek SmallBiz
Spring 2006
Mark Lund

Silver

Restaurants & Institutions
August 15, 2006
Stacy Bryant, Glen Luensman,
Patricia B. Dailey

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Packaging Digest
November 2006
Lora Lee Gelles, Mary Ann Falkman

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INFORMATION GRAPHICS
circulation less than 80,000

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CIO Insight
February 2006
Aileen Hengeveld, Joan Dorney,
Cynthia Rhett, Colin Hayes,
Stanford Kay

Silver

CSP Magazine
April 2006
Keystroke Graphics, CSP Staff

Bronze
Big Builder

December 1, 2006
John McManus, Edwin Malstrom,
Lee Roach

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INFORMATION GRAPHICS
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December 15, 2006
Matt Goebel, Mary Lester,
Christopher Koch, David Rosenbaum

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Computerworld

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Stephanie Faucher, April O'Connor

Bronze
Computerworld

October 16, 2006
April O'Connor, Stephanie Faucher

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NEW PUBLICATION DESIGN
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Hanley Wood's Digital Home

Spring 2006
Boyce Thompson, Denise Dersin,
Edwin C. Malstrom

Silver
Fuel

October 2006
Alexa Sanders, Monique A. Hitchings,
Ellen Kristine Klavers,
Frederick L. Potter, Richard A. Eichler

Bronze
Rejuvenate

December 2006
Regina McGee, Kim Aaronson,
Sarah Kohl

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Pest Control Technology (PCT)

"Stand Out from the Crowd"
November 2006
Andrea Vagas

Silver
HealthLeaders

"Dr. Partner"
October 2006
Doug Ponte, Graham Smith

Bronze
CIO Insight

"Get a Grip"
Spring 2006
Aileen Hengeveld, K-Hwa Park,
Cynthia Rhett, Mike Stones

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Oracle Magazine

"The Face of Intelligence"
March/April 2006
Richard Merchan, Paul Andreini,
Susan Olsen

Silver
EDN

"Mobile Makeover"
October 26, 2006
EDN Staff

Bronze
PC World

"53 Hardware Secrets"
December 2006
Robert Kanesh, Beth Kamoroff,
Glenn Mitsui

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CIO Insight
“The Economics of People”
December 2006
Aileen Hengeveld, K-Hwa Park,
Joan Dorney, Joseph Adolphe

Silver
Public CIO
“Net Generation”
October/November 2006
Kelly Martinelli, Tom McKeith

Bronze
Florida Trend
“Tax Squeeze”
December 2006
Gary Bernloehr, Jason Morton,
C.F. Payne

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CRN
“Do Online Plans Hold Water?”
February 27, 2006
David Nicastro, Adeline Cannone

Silver
CIO
“The Protocol Supremacy”
October 1, 2006
Terri Haas, David Rosenbaum

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CFO
“Simplicity Is Golden”
January 2006
Robert Lesser, Jenna Talbott, Carol Lieb

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CIO Decisions
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October 2006
Linda Koury

Silver
Florida Trend
“Icon: Clyde Butcher”
March 2006
Gary Bernloehr, Jason Morton,
Burk Uzzle

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Comstock's
“First Baseman”
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Douglas Curley, Karen Booth,
Jaime Oliver, Noel Neuburger

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October 2006
Robert Lesser, Jenna Talbott, Carol Lieb

Silver
Latin Trade
“Mexico”
September 2006
Bryan Cooper

Bronze
Civil Engineering
“Counterpoint”
March 2006
Jan Hilton

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OVERALL**
circulation less than 80,000

Gold
Emergency Management
Summer, Fall 2006
Kelly Martinelli

Gold
CIO Decisions
November, December 2006
Linda Koury

Bronze
Storage
November and December 2006
Mary Beth Cadwell

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OVERALL**
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Gold
CFO
October, November 2006
Robert Lesser, Jenna Talbott, Carol Lieb

Silver
BusinessWeek SmallBiz
Summer, Fall 2006
Edith Gutierrez-Hawbaker,
Kathleen Moore, Annie Russinof

Bronze
PC World
November, December 2006
Robert Kaner, Barbara Adamson,
Beth Kamoroff

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PUBLICATION REDESIGN
circulation less than 80,000

Gold
The Scientist
November 2006
The Staff of The Scientist

Silver
Florida Trend
February 2006
Gary Bernloehr, Jason Morton,
Simone Tieber

Bronze
Big Builder
January 2006
John McManus, Edwin Malstrom

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PUBLICATION REDESIGN
circulation 80,000 and over

Gold
ret2 (Real Estate Trends + Technology)
Winter 2006
Anne Framroze, Paula Hess,
Nancy Duckworth Banks

Silver
Purchasing
January 12, 2006
Michael Roach

Bronze
Network Computing
August 31, 2006
Peter Casella, Bob Powers,
Michael Schnaidt, Bill Mallon

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TYPOGRAPHY, OVERALL
circulation less than 80,000

Gold
Emergency Management
Summer, Fall 2006
Kelly Martinelli

Silver
Florida Trend
February, March 2006
Gary Bernloehr, Jason Morton

Bronze
CSO
August, September 2006
Steve Traynor, Chandra Tallman

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TYPOGRAPHY, OVERALL
circulation 80,000 and over

Gold
CIO

November 1, November 15, 2006
Mary Lester, Terri Haas, Matt Goebel

Silver
Restaurants & Institutions

July 1, July 15, 2006
Stacy Bryant, Glen Luensman,
Patricia B. Dailey

Bronze
Builder

August, September 2006
Edwin C. Malstrom, Philip Cottrell,
Chris Byrne

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**PRINT NEWSLETTER
DESIGN AWARDS**

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DESIGN

Gold
Retirement Visions
Winter, Fall 2006
Strategic Communications, Inc.;
Goldman, Sachs & Co.

Silver
Hope Health Letter
June, July 2006
Hope Health Letter Staff

Bronze
BestWeek
October 16, October 23, 2006
Ellen Wagner

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INFOMATION GRAPHICS

Gold
BestWeek
May 22, May 29, 2006
Ellen Wagner

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