

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

Issued by [New Media Publishing](#)

8 Nov 2006

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.

- **The 2024 *Eat Out* magazine is on shelves!** 10 May 2024
- ***Eat Out* unveils more robust judging process** 28 Mar 2024
- **Iconic *Taste* brand embraces a digital-first future** 5 Mar 2024
- **New Media presses play on agile new video agency** 1 Dec 2023
- ***Taste's Loadshedding Cookbook* lights up London awards** 27 Nov 2023

New Media



New Media is a world-class digital agency with a reputation for powerful storytelling. We build emotional connections between brands and their audiences. And thanks to our innovative tech, the compelling content we create is strategic, measurable and a proven return on investment. Partner with us and transform your business through the power of storytelling and technology.

[Profile](#) | [News](#) | [Contact](#) | [Twitter](#) | [RSS Feed](#)

For more, visit: <https://www.bizcommunity.com>