



# New Media bookmarks four awards

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Following hot on the heels of scooping the Galliovas top award for Best Food Writer of the Year, leading content marketer New Media's multiple award-winning publication *Woolworths TASTE*'s digital platform, [www.tastemag.co.za](http://www.tastemag.co.za), took home three prizes at last night's 2012 Bookmark Awards.

Together with [www.eatout.co.za](http://www.eatout.co.za) the two New Media sites scooped four coveted bronze awards:

- **Core Award** - Websites/Microsites/Mobisites: Specialist Publisher
  - *Woolworths TASTE*
  - *Eat Out*
- **Core Award** - Integrated/Mixed Media: Multi-platform Publisher
  - *Woolworths TASTE*
- **Craft Award** - Editorial: Media - News, Magazines, Radio and TV Stations/Networks
  - *Woolworths TASTE*

Sue Disler, Head of Digital at New Media said: "New Media is thrilled to have secured four awards at this year's Bookmarks. Measurability is a key component of the Bookmarks and to be rewarded and recognised along with other top publishers in SA is a clear indication that our extremely talented content teams are getting it right!"

The Bookmarks Awards is celebrating its fifth year of rewarding digital excellence. The Awards, an initiative brought to the public by the Digital Media and Marketing Association (DMMA) recognises the companies and people in the digital industry who raise the bar from 'mediocre' to 'incredible'.

For more information please visit *Woolworths TASTE* [www.tastemag.co.za](http://www.tastemag.co.za) or follow [@Tastyones](https://twitter.com/Tastyones); *Eat Out* [www.eatout.co.za](http://www.eatout.co.za) or follow [@Eat\\_Out](https://twitter.com/Eat_Out); New Media [www.newmediapub.co.za](http://www.newmediapub.co.za) or follow [@NewMediaZA](https://twitter.com/NewMediaZA).

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