

Restaurants & Institutions Honored as Magazine of the Year

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American Society of Business Publication Editors Puts Leading Restaurant-Industry Publication at Top

Restaurants & Institutions (www.rimag.com) was named Magazine of the Year by the American Society of Business Publication Editors (ASBPE) in the 80,000-and-more circulation division. A highly distinguished and competitive awards program for 30 years, the ASPBE received a record number of entries this year.

The awards, known as the Azbee Awards of Excellence, recognize the nation's top business-to-business publications. R&I has been named the best in its category for the second time in three years. In the Magazine of the Year competition, judges who are professional magazine editors evaluated three consecutive publication issues from each applicant. For each of the more than 2,500 entries, the following criteria were applied in selecting the winner: writing and reporting quality, editing, value to and interactivity with readers, editorial organization, and layout and design.

In addition to the national title of Magazine of the Year, R&I was awarded a gold for best department (food), silver for table of contents design and bronze for overall typography, at the national award banquet on Thursday evening, July 24th. R&I also claimed regional awards in multiple categories and at all levels. The magazine was presented with gold awards for: Regular Department, for R&I Insights, Individual Profile, for December 2007 R&I, Profile of McDonald's Jim Skinner, and Feature Article Design, for August 2007 R&I, New Orleans, Still Cookin'. It received silver for: Original Research, for January 2007 R&I: Consuming Passions, New American Diner research and Computer-generated Opening Spread Design, for April 1, 2007 R&I, 21 Diners, 21 Days. And finally, the bronze was awarded for Front Cover Photo, April 1, 2008 R&I, Orientation. The R&I team accepted these awards with great pleasure and gratitude at the Midwest-South Regional banquet earlier this month.

First published in 1937, R&I has built its brand in the market around the connection the staff maintains with readers - and consumers. The magazine demonstrates a vigorous focus on consumer insights and trends, and translates that information into foodservice market intelligence for operators in segments ranging from corporate locations and schools to quick service and fine dining restaurants.

Judges of the award has this to say about R&I, 'Excellent marriage of graphic and editorial elements. Restaurants & Institutions has multiple entry points, it's very fluid, and highly interactive with readers. The magazine covers its demographics well. Catchy headlines... An essential read for its industry. Diversity in types of editorial... Very authoritative.'

'We are extremely honored to be recognized, once again, by the ASBPE as the leader in the business-to-business publication industry,' says Patricia Dailey, Publisher and Editorial Director of R&I magazine. 'We take great pride in the dedication of our staff and commitment of the entire organization to consistently provide our readers with high-quality content, industry-leading research and contemporary design throughout the magazine. Accepting this prestigious award, we also share thanks with our sponsors and partners, who are integral to our success.'

The ASBPE organization honored the winning business-to-business publications as part of its 30th annual Azbee Awards of Excellence competition. The Azbee Awards banquet featured awards in 55 categories of magazine, online, newsletter, and multi-platform excellence. ASBPE presented the awards in Kansas City on July 24, during its annual two-day National Editorial Conference.

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