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For immediate release

NZRETAIL MAKES SHOPPING SEXY

Jones Publishing is delighted to announce that *NZRetail* magazine won both Designer and Cover of the Year in the trade/professional category at the Magazine Publishers' Association (MPA) Awards on Friday night.

The judges of the 2008 MPA awards called *NZRetail* "a stunning trade magazine with innovative and consistent covers." They went on to comment that "the newsclip pages are particularly fresh – it isn't easy to make news pages in trade mags sexy!" Jones produces 11 issues of *NZ Retail* a year for the New Zealand Retailers Association.

Editor Trudy Cliff says; "This is the second year in a row that the great Jones team of creative director Mary Davy and her assistants have picked up the Designer award. Nabbing the Cover prize as well only strengthens the case for *NZRetail* being the MVP of the trade magazine world, especially since the magazine has won international accolades from Trade, Association and Business Publishing International every year since that organisation's inauguration in 2003."

NZRetail was also a finalist for Magazine of the Year, and Trudy Cliff a finalist for Editor of the Year, both in the trade/professional category.

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