



Winners of the PANPA Newspaper of the Year 2009 awards announced

SYDNEY - Winners of the 2009 Newspaper of the Year awards have been announced at a gala dinner in Sydney tonight, organised by the Pacific Area Newspaper Publishers' Association.

The Sydney Morning Herald won the high-profile Newspaper of the Year in the 90,000+ category.

Judges said the Sydney Morning Herald was an example of "what successful newspapers represent - informed and comprehensive journalism that connected with its community through its marketing, community affairs and technology. It proved that it can compete and grow advertising revenue and will compete for the future with a forward looking strategic plan".

It is the first time in four years that a Sydney-based newspaper has won this category. The title has alternated between the Melbourne newspapers, The Age, and the Herald Sun, in those previous years.

For a second successive year, the Geelong Advertiser took out Newspaper of the Year in the 25,000-90,000 category.

In the 0-25,000 segment, judges gave the Newspaper of the Year award to The Daily Examiner of northern NSW.

The Sunday Newspaper of the Year title was taken by The Sunday Age in a highly competitive segment.

The equally competitive News Site of the Year was won by the News Ltd property, news.com.au. The new News Ltd website, The Punch, won the specialist website category. Leader Newspapers of Melbourne won the regional/rural/suburban website category.

A record 369 entries were made for this year's PANPA Newspaper of the Year awards. Newspapers from Australia, New Zealand, Fiji, Singapore, Hong Kong, Malaysia and Taiwan took part. They were judged by 34 industry and marketing and advertising professionals in six countries.

PANPA chief executive, Mark Hollands, said: "The awards continue to demonstrate the high quality of professionalism and skill that create newspapers every day of the week and reach millions of readers.

"After a very difficult year for newspapers across the Asia-Pacific, there is a sense of renewal, direction and energy.

"The amount of investment and editorial improvements being made to newspapers around the region demonstrates a determination to ensure the industry is well-positioned for the economic upswing, and that we continue to deliver better journalism to readers – and a more powerful audience to advertisers – in a highly competitive and fragmented market."

Further Information: **Mark Hollands, PANPA chief executive: +61 410 317 443**



The results
Newspaper of the Year

Dailies (by circulation)

Up to 25,000 The Daily Examiner

Highly Commended

Bay of Plenty Times
The Morning Bulletin, Rockhampton
Northern Territory News
Sunshine Coast Daily

25,001-90,000 Geelong Advertiser

Highly Commended

The Border Mail
Fiji Times
The Herald, Newcastle
Illawarra Mercury

Over 90,000 The Sydney Morning Herald

Highly Commended

The Age
The Australian
The Daily Telegraph
Herald Sun
The Manly Daily

Non-dailies

Up to 25,000 Busselton Dunsborough Times

Highly Commended

Augusta Margaret River Times
The Courier, Mt Barker
South Western Times



25,001-90,000 Wentworth Courier

Highly Commended

Campbelltown Macarthur Advertiser
Country News
Lake Times
Northern District Times
Western Suburbs Weekly

Over 90,000 Melbourne's Child

Highly Commended:

St George & Sutherland Shire Leader

Sunday Newspaper of the Year

The Sunday Age

Highly Commended

The Sun-Herald, Sydney

Sunday Herald Sun, Melbourne

The Herald on Sunday, New Zealand

News Site of the Year

Metropolitan/National

news.com.au

Highly Commended

The Australian

Adelaide Now

The Age

Brisbane Times

Dominion Post

stuff.co.nz

Sydney Morning Herald

Rural/Regional/Suburban

leadernews.com.au

Highly Commended

thedaily.com.au

Specialist Sites

The Punch

Highly Commended

Business Day



Marketing

Branding

Up to 25,000 The Nelson Mail

Highly Commended

NewsMail

25,001-90,000 Geelong Advertiser

Highly Commended

Inner West Courier

Hobart Mercury

Over 90,000 The Advertiser

Highly Commended
Herald Sun

Circulation

Up to 25,000 Shepparton News

Highly Commended
Nelson Mail

25,001-90,000 The Weekly Times

Highly Commended
Townsville Bulletin

Over 90,000 The Sun-Herald

Highly Commended
The Sun-Herald – First Aid
The Sydney Morning Herald – Ultimate Traveller

Cause-Related Marketing

Up to 25,000 The Advocate

Highly Commended
South Western Times – Food Club

25,001-90,000 The Border Mail

Highly Commended
Southland Times
Geelong Advertiser



Over 90,000 Herald Sun

Highly Commended
Sunday Mail, Queensland

Display Advertising

Up to 25,000 The Timaru Herald

Highly Commended
The Nelson Mail

25,001-90,000 Blacktown Advocate

Highly Commended
Leader Newspapers, Melbourne

Over 90,000 The Age

Highly Commended
The New Paper, Singapore
The Dominion Post

Classified Advertising

Up to 25,000 The Timaru Herald

Over 90,000 The New Zealand Herald

Highly Commended

The Advertiser, Adelaide

Sponsorship

Up to 25,000 South Western Times

25,001-90,000 Geelong Advertiser – Geelong Cats

Highly Commended

Geelong Advertiser – Rip Curl Pro
Townsville Bulletin – North Queensland Cowboys
Townsville Bulletin – V8 Supercars

Over 90,000 The Age

Highly Commended

The Daily Telegraph



Events

Up to 25,000 Bay of Plenty Times

25,001-90,000 Illawarra Mercury – BlueScope Youth Band

Highly Commended

Illawarra Mercury - Bridal Expo

Over 90,000 The West Australian

Highly Commended

The Sunday Star-Times
The Age

Young Readers

Up to 25,000 South Western Times

Highly Commended

Shepparton News

25,001-90,000 Otago Daily Times

Highly Commended

Illawarra Mercury
Southland Times

Over 90,000 The New Zealand Herald

Highly Commended
The West Australian



Photograph of the Year

News Justin McManus – The Age

Highly Commended

Penny Stephens – The Age
Craig Greenhill – The Daily Telegraph
Warren Buckland – Hawke's Bay Today
Alex Coppel – The Herald Sun

Sport Steve Christo – The Sydney Morning Herald

Highly Commended

Paul Loughnan – Leader Newspapers

Features Janie Barrett – The Sun-Herald

Highly Commended

Kate Geraghty – The Sydney Morning Herald
Jason South – The Age

Lifestyle John Selkirk – The Dominion Post

Highly Commended

Rodger Cummins – The Age

Hegarty Prize (young executive of the year)

Nathan Wayne South Western Times/Bunbury Herald

Environment, Health and Safety

One Degree - Cumberland-Courier Newspapers

Innovation in the Pre-Production Process or Technology

ASX Plus - APN News and Media

Highly Commended

Otago Daily Times



Technical Excellence

Single-Width Press

Up to 25,000 The Chronicle, APN Toowoomba

Highly Commended

Australian Jewish News
Northern Star
Warwick Daily News

25,001-90,000 The Herald, Newcastle

Highly Commended

Sharp Daily

Over 90,000 Apple Daily, Taiwan

Highly Commended

Apple Daily, Hong Kong

Double-Width Press

Up to 25,000 Sunshine Coast Daily, APN Yandina

Highly Commended

Gympie Times

25,001-90,000 The Canberra Times

Highly Commended

The Australian Financial Review, Chullora, Sydney

Over 90,000 South China Morning Post

Highly Commended

The West Australian



Pre-print or Supplement

Up to 25,000 Your School – Shepparton News

25,001-90,000 Sharp Daily – Taiwan

Highly Commended

The Canberra Times – NRL Guide

Over 90,000 Travel Guide – The West Australian

Highly Commended

The Sunday Age