

# DEFINING EXCELLENCE IN B2B JOURNALISM



Not just the best magazines and websites in the trucking industry but nationally recognized as among the best in Canada.

For 57 years the KRW Awards competition has showcased the best of the best in Canadian business journalism writing. They are in fact Canada's Pulitzer Prize for business-to-business media.

Since 1994 Newcom's trucking magazines and websites have won 22 gold or silver KRW awards for excellence in business-to-business journalism.

To put this in perspective, all other magazines and websites serving the Canadian trucking industry have won a total of two (2)... combined!

Our Motto:

*We serve our advertisers best by putting our readers first.*

# CANADIAN BUSINESS PRESS – KRW AWARD WINNERS

FOR EXCELLENCE IN BUSINESS MAGAZINE JOURNALISM – WRITING CATEGORY • 1994–2011

RANK	PUBLICATION	GOLD	SILVER	TOTAL
1	Marketing Magazine	26	21	47
2	OHS Canada	19	12	31
3	CA Magazine	12	15	27
	<b>Newcom Magazines (All)</b>	<b>12</b>	<b>14</b>	<b>26</b>
4	The Medical Post	14	10	24
	<b>Newcom Trucking Magazines</b>	<b>9</b>	<b>13</b>	<b>22</b>
5	Canadian Lawyer	12	7	19
6	<b>Today's Trucking</b>	<b>6</b>	<b>10</b>	<b>16</b>
7	Quill & Quire	7	4	11
8	National Magazine	6	4	10
9	Le Coopérateur Agricole	4	6	10
10	Canadian Medical Assoc. Journal	6	4	10
11	L'Actualité Médicale	4	4	8
12	Canadian Occupational Safety	2	5	7
13	Graphic Monthly	3	3	6
14	Hazardous Materials Mgt.	3	3	6
15	Pharmacy Post	3	3	6
16	Profit	3	3	6
17	Benefits Canada	1	5	6
18	Food Service & Hospitality	1	5	6
19	Advisors Edge	2	3	5
20	The Northern Miner	2	3	5
21	Masthead		5	5
22	Up Here Business	4		4
23	Conseiller	3	1	4
24	Far North Oil & Gas Review	3	1	4
25	Canadian Grocer	2	2	4
26	Meetings & Incentive Travel	2	2	4
27	Nickles New Technology Magazine	1	3	4
28	Salon Magazine	1	3	4
29	Machinery & Equipment MRO	3	1	4
30	<b>Canadian Technician</b>	<b>2</b>	<b>1</b>	<b>3</b>
31	<b>Transport Routier</b>	<b>2</b>	<b>1</b>	<b>3</b>
32	Canadian Underwriter	2	1	3
33	<b>highwaySTAR</b>	<b>1</b>	<b>2</b>	<b>3</b>
34	Hardware Merchandising	1	2	3
35	Solid Waste & Recycling	1	2	3
36	Alberta Oil	2		2
37	Canadian Consulting Engineer	2		2
38	Canadian Transportation & Logistics	2		2
39	Forum	2		2
40	Applied Arts	1	1	2
41	Building	1	1	2
42	Canadian Diamonds	1	1	2
43	Canadian Healthcare Manager	1	1	2
44	Canadian Jeweller	1	1	2
45	CIO Canada	1	1	2
46	Design Engineering	1	1	2

RANK	PUBLICATION	GOLD	SILVER	TOTAL
47	Digital Marketing	1	1	2
48	Doctor's Review	1	1	2
49	Engineering Dimensions	1	1	2
50	Ontario Medicine	1	1	2
51	Precedent	1	1	2
52	University Affairs	1	1	2
53	Centre Magazine		2	2
54	Hotelier		2	2
55	MD Canada		2	2
56	Pharmacy Practice		2	2
57	Professionally Speaking		2	2
58	Retail News		2	2
59	Style		2	2
60	The Nutrition Post		2	2
61	<b>Plumbing &amp; HVAC Product News</b>	<b>1</b>		<b>1</b>
62	Advanced Manufacturing	1		1
63	Advisor.Ca	1		1
64	Better Farming	1		1
65	Biz Magazine	1		1
66	CAD Systems	1		1
67	Canadian Architect	1		1
68	Canadian Security Magazine	1		1
69	Canadian Wood Products	1		1
70	Channel Business	1		1
71	Computer World Canada	1		1
72	Foodservice News	1		1
73	Manufacturing Automotive	1		1
74	Ontario Dentist	1		1
75	Ontario Hog Farmer	1		1
76	Registered Nurse Journal	1		1
77	Statements	1		1
78	Bakers Journal		1	1
79	Cabling Systems		1	1
80	Canadian Machinery & Metal Working		1	1
81	Canadian Printer		1	1
82	Cosmetics		1	1
83	Listed		1	1
84	Medactuel FMC		1	1
85	MM&D Magazine		1	1
86	Motor Truck		1	1
87	Oilweek		1	1
88	Plant Engineering & Maintenance		1	1
89	Pour Parler Profession		1	1
90	Print Action		1	1
91	SSGM		1	1
92	Truck West		1	1
93	Your Convenience Mgr.		1	1
	<b>*TOTAL</b>	<b>216</b>	<b>215</b>	<b>431</b>

Note 1: **Bold** = Newcom Business Media publications Note 2: 1994 was the first year Newcom submitted material for judging  
 \* The number of gold & silver awards are not equal due to a ties.