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Magnum Opus Awards Honor World's Best Custom Publications

Phoenix—The top custom publishing efforts in the world were unveiled today by *Publications Management* in its first annual Magnum Opus Awards, the only professional awards program dedicated solely to custom publications.

Judges from the faculty of the Missouri School of Journalism, from leading custom publishing and marketing agencies, and other top professionals named winners in 105 categories, including eight Magnum Opus Grand Award winners, the highest honor available.

"Custom publishing, where everything from the content to the entire publishing enterprise is driven by a company's marketing objectives, is the future of the publishing industry," says Chris McMurry, president and chief executive officer of McMurry, the marketing communications firm that produces the monthly newsletter *Publications Management* and its adjunct Magnum Opus Awards. "It's time the best efforts in the field be recognized through a program focused only on the unique characteristics that make custom publications effective."

Grand Awards were given to highlight the best overall entries in eight distinction classifications: Verizon's VZ (print newsletter, internal audience); the American Dietetic Association's *ADA Times* (print newsletter, external audience); Nissan's *Sales Talk* (print magazine, internal audience); Bloomingdale's *B* (print magazine, external audience); Mellon employee calendar (print other, internal audience); Gibco calendar (print other, external audience); Halliburton (electronic, internal audience); and staywellsolutionsonline.com (electronic, external audience).

"With hundreds of entries from all over the world, the Magnum Opus Award is now the award to win in custom publishing," says Beth Tomkiw, editor of *Publications Management*, which will feature a cover story on the awards program and the Grand Award winners in the September issue. More information on the awards program can be found at www.magnumopusawards.com.

The subscription-based monthly *Publications Management* has been produced since 1998 and its annual proprietary research efforts, through a partnership with the industry's leading trade association, the Custom Publishing Council, have become the benchmark for measuring trends in the custom publishing field.

Corporate America now spends \$29.9 billion annually on custom publishing, including the creation and production of 115,764 unique magazine and newsletter titles. As an industry, custom publishing now ranks eighth, just ahead of consumer Internet (\$26.3 billion) and just behind consumer promotion (\$35.9 billion) in terms of investment by Corporate America.

About McMurry

McMurry (mcmurry.com), with three offices in Arizona and New York, offers a complete line of marketing communications services to a variety of clientele, including GlaxoSmithKline, The Ritz-Carlton Hotel Co., Amtrak, CBS, Aon, CVS Caremark, Waste Management, USAA and 24 Hour Fitness, as well as resources to more than 10,000 corporate professionals. The company has specialized practices in healthcare, finance and insurance. It is among the largest independent marketing communications companies in the U.S. and is recognized by the Great Place to Work Institute and Society for Human Resource Management as one of the top five "Best Small Companies to Work For" in the U.S.

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