

NMP awarded prestigious Salie de Swardt Award

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A leader in world-class content marketing, New Media (NMP) was awarded the 2010 Media24 Salie de Swardt Award at a gala event held at the Cape Town International Convention Centre (CTICC) on Tuesday 27 July 2010.



"Winning this award is a great honour considering we were competing against remarkable Media24 business units," comments Bridget McCarney, managing director of NMP. "We are thrilled to have received this award because it confirms that our position as leaders in content marketing translates into an ever growing bottom line. It takes a great team to achieve something like this and this award is for everyone in the company; a real feather in our caps."

Over the past five years and up to end of 2009/2010 fiscal, NMP has increased its turnover by 228 percent with an operating profit growth of 296 percent, which in turn has yielded excellent shareholder returns over the same period. This, coupled with its year-on-year profit growth of 16 percent has seen NMP's operating profits exceeding its budget by 12,6 percent.

"NMP has consistently shown growth and continued peak performance through entrepreneurship and innovation; developing into arguably one of the most respected custom publishers in South Africa," adds John Relihan, CEO of Media24 Magazines. "What's more, NMP has practically written the handbook on digimags and is considered a leader in content creation for multiple platforms."

Annually, Media24 business units with their own balance sheets and income statements are considered for this award, which was introduced in 2004 by former Media24 Managing Director Salie de Swardt. Businesses are judged on their turnover and profit growth over one and three years.

Established in 1998 in partnership with Media24, NMP is one of the most awarded publishing houses in South Africa, with lifestyle and customer magazines such as Woolworths TASTE, dish, VISI, Eat Out, HIP2B² and Edgars Club under its belt. Being a multi-platform publisher, NMP is able to offer its clients tailor-made communication tools, such as custom magazines, digimags and electronic newsletters, which speak volumes to and connect with their individual markets' needs.

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