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Winner: Bauer Consumer Media

Bauer Consumer Media stood out in this category, due to its implementation of an editorial workflow project that saw the majority of editorial pages across 55 titles completed and soft-proofed in-house over a nine month timespan, along with improving processes throughout the production chain.

The project reduced the company's reliance on hard proofs, so 90% of editorial pagination is now approved on screen. Ensuring consistent colour management was another factor: as Bauer moved

towards ISO 12647-2, press passes were conducted on all sites, all repro was tailored to ICC profiles and screens were calibrated.

Editorial training was also planned and managed by the production team, which included colour management, repro, calibration and photoshop training.

The production team reached its project targets quickly and effectively, creating a solid groundwork for further workflow efficiencies in 2008/9, all while handling the day-to-day production work.

Judges' comments

The movement towards adopting digital workflow processes was applauded by the judges. Even though it was not a criteria of the award, the judges were also impressed by the range and energy given to training.

Client

Category

Publishing
Production
Team of the
Year (Consumer
and Contract
magazines)

Shortlisted

Brooklands Group

Future Publishing

Haymarket
Consumer Media

Haymarket Network

Travelsphere

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