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- To a salesperson it could be £5,000 worth of media space
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Winner: Haymarket Medical Media

Haymarket won this award due to its determination to make MIMS Digital Learning online magazine more than a standard page turner, incorporating rich media and interactivity while keeping the look and feel of the printed version.

The first digital edition was a supplement to the quarterly MIMS Cardiovascular journal, featuring nine video case studies, accompanied by a text explanation and audio commentary. The digital magazines also feature links to surveys and other websites, along with the option to forward the magazines and registration pages for print and online.

The production team had to find, test and approve a suitable platform for the digital magazine and decided upon Ceros, part of Fresh Media Group. Together Ceros and Haymarket's production team co-ordinated the design, interactivity and testing of the rich media, with proofing done online.

Results have shown that the average dwell time for each spread is 36 seconds, with an average visit time of 85 seconds. The feedback has also been so positive that the Royal College of General Practitioners are looking into using this for sponsored supplements.

Judges' comments

This is an impressive example of breaking away from the more conventional online magazine approach to provide a richer experience for the readers and users across both media.

Client

Category

Cross Media Initiative of the Year

Shortlisted

AO International

YUDU Media

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