



## **Pacific+ wins three Folio Awards and scores five honourable mentions**

**OCTOBER 27 2015:** Pacific Magazines' custom publishing group Pacific+ has won three prestigious Folio Awards. Held in New York, the Folio Awards recognise the best editorial content, designs, marketing initiatives, digital products and people globally – with a panel of more than 300 judges narrowing 2,800 entries into the winning awards.

Pacific+ earned the prestigious gongs for its *Go Places with Toyota* app, for *Coats Hire Gear Up* and for *Virgin Australia Voyeur* inflight magazine (June 2015 issue).

Pacific+ was highly commended in a further five categories for its work on *The Costco Connection*, the *Victoria Racing Club Members Enclosure Style Guide 2014*, *Victoria Racing Club Melbourne Cup Carnival* guide, *The HourGlass* magazine and *Virgin Australia Voyeur Inflight Travel Guide* app.

Pacific+ Publishing Director Helen Morassut said the awards reflect the cutting edge work being produced by the Pacific+ team.

"It's wonderful for our team to be recognised at these prestigious international awards. It's a terrific acknowledgement of the hard work and innovation the team bring to the business each and every day," Morassut said.

The full list of Pacific+ winners are as follows:

### **APP/DIGITAL EDITION WINNERS**

**Custom – App/Digital Edition – [Eddies Digital]**

#### **WINNER**

*GoPlaces with Toyota*, *GoPlaces with Toyota App* – Pacific+

#### **Honourable mention**

*Virgin Australia Voyeur Inflight magazine*, *Virgin Australia Voyeur Travel Guide Apps* – Pacific+

### **COVER DESIGN WINNERS**

**Custom – Cover Design – Less than 6 Issues [Ozzies]**

#### **WINNER**

*Coates Hire Gear Up*, Winter 2014 – Pacific+

### **REDESIGN WINNERS**

**Custom – Redesign – 6 or more Issues [Ozzies]**

## **WINNER**

***Virgin Australia Voyeur Inflight magazine, June 2015 – Pacific+***

**Custom – Redesign – Less than 6 Issues [Ozzies]**

***Honourable mention***

*The HourGlass magazine – Pacific+*

## **OVERALL DESIGN WINNERS**

**Custom – Overall Design – Less than 6 Issues [Ozzies]**

***Honourable mention***

*Victoria Racing Club Members' Enclosure Style Guide 2014 – Pacific+*

## **DESIGN, NEW MAGAZINE WINNERS**

**Custom – Design, New Magazine – 6 or more Issues [Ozzies]**

***Honourable mention***

*The Costco Connection – Pacific+*

## **CUSTOM FULL ISSUE WINNERS**

**Custom – Full Issue – Less than 6 Issues [Eddies]**

***Honourable Mention***

*2014 Melbourne Cup Carnival - Pacific Plus*

*Ends.*

**For further information, or to arrange an interview, please contact:**

Danielle Veldre

Access PR

E: [danielle@accesspr.com.au](mailto:danielle@accesspr.com.au)

+61 2 9292 7009

Hannah Devereux

Corporate Communications Director

Pacific Magazines

E: [hannah.devereux@pacificmags.com.au](mailto:hannah.devereux@pacificmags.com.au)

+61 2 9394 2886